

# The American Perfumer

and Essential Oil Review

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See also page 9

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The  
**American Perfumer**  
and Essential Oil Review

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VOL. XXVII

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No. 6



# Clear Perfumes Rise to New Heights

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# The American Perfumer

and Essential Oil Review

AUGUST, 1932

Established 1906

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Vol. XXVII, No. 6

## Actual Situation in Retail Trade

*Survey Discloses Improvement in Conditions  
in Many Sections and Better  
Sentiment Everywhere*

SIX months ago, there was presented in these pages a summary of retail trade in toilet preparations secured by correspondents of this magazine in all parts of the country. This survey attracted much attention and proved extremely useful to manufacturers whose ideas of actual trade conditions were in many instances more or less hazy due to conflicting reports from various sources.

With an apparent gain in optimism if not a real increase in inquiries and orders and with a realization that an actual improvement in the toilet goods business must come originally from the retail trade, there is presented this month another survey of the situation. Large retailers of all classes have been covered carefully by our correspondents who presented for their consideration a series of questions regarding the current situation.

The replies to these questions cannot be quoted since there is an almost universal rule among retail outlets of importance which prevents the quotation of statements on business conditions. However, the replies were collected, analyzed and considered, and summaries of them were prepared giving all the salient facts.

In an appropriate place, the Editor comments upon the findings of this survey. In the following the

actual results are presented that each reader may draw his own conclusions.

### New York

THE New York stores in general are experiencing the usual Summer slackness, which, however, has

not been nearly so severe as is usual. With many people who are usually consistent buyers of perfumes and toilet preparations summering in the mountains or at the seashore, retailers in this center do not expect too much Summer trade. There has, however, been a consistent demand for standard preparations in small sizes and for high class perfumes in smaller packages



A TYPICAL TOILET GOODS DEPARTMENT; RHODES IN SEATTLE

or through dram sales. Sales of the larger sizes have apparently been curtailed to some extent, although in the highest price brackets demand seems to be normal and in one or two instances, stores have found high priced lines selling better than last year. Buyers generally anticipate a normal renewal of purchasing by the consumers in the Autumn, and while they are holding stocks as low as is consistent with safety, they are careful to keep supplied so that customers may not be turned away. The number of individual sales is as great as ever. The dollar volume has showed some improvement during the last thirty days. Stocks on

hand are below normal, but sufficient for the demand. Credit conditions on charge accounts could be much better, although they are not as bad as had been anticipated in some quarters.

Sales of flavoring extracts in the grocery chains are off considerably. The standard vanilla and lemon flavors are moving as usual, but other flavors are asked for infrequently and in some instances have been discontinued by the stores. Cheaper extracts are demanded by many buyers, and store brands at low prices are selling better than they have at any time in recent years.

### Philadelphia

**I**NFORMATION received from the perfume and toilet preparations departments of the leading Philadelphia stores indicates that the general average of sales decrease this season in comparison with 1931 ranges from ten to fourteen per cent. This is not as bad as some other lines of merchandise and a much better showing than many of the stores anticipated. Stocks are generally higher than they were last year. This is explained by the fact that unusually large orders were placed just before the Federal tax became effective. Collections have been slow, a condition in keeping with other lines of merchandise.

A spirit of optimism prevails in the flavoring extract distributing houses, due to the recent upward trend in these and other commodity prices. The wholesale grocers of Philadelphia have been greatly cheered by the first real upward swing in prices since 1929. The buyers for the largest jobbers say that the flavoring extract business this season compares favorably with the same period in 1931, two jobbers stating it to be slightly better as far as quantity sold is concerned. They point out that the demand for flavoring extracts is as great as it has been for the past few years, but not up to the totals of ten years ago. Because of the sweeping price reductions of the past two years, the sales totals in dollars have perceptibly decreased while actual orders have remained at the same level.

Sales have been brisk in imitation vanilla extract, and extracts for the home manufacture of beverages are in better demand, with root beer leading the list. The demand for other flavors is quiet, there being fewer calls for orange, lemon and similar fruit flavors.

### Boston

**S**ALES of toilet preparations and perfumes in Boston department stores are in most instances below last year's level, the average decline approximating fifteen or twenty per cent. Some departments, however, report that sales are holding their own, or are showing a slight increase at present.

One large retail section, which reports that last year's figures are being maintained, attributes its good showing partly to strict adherence to staple lines. Novelties are being featured little. While this department's business dropped off two per cent during the Spring months, when much distress merchandise was thrown on the market and special sales were rife, last year's level has now been regained, and efforts are being centered upon the creation of legitimate profit.

With a single exception, all departments reporting have much lower stocks than last year. This exception,

it is interesting to note, occurred in the case of the department mentioned above, which has held last season's figures. In this instance, stocks of staples were somewhat higher, but were expected to be cleared out in short order. Reports for all departments indicate that with a resumption of active demand from the consumer, substantial ordering will be called for.

An interesting situation prevails in regard to the collection of charge accounts in retail department stores in this section. Collections are actually better than a year ago—a fact verified by Federal Reserve statisticians—but a large proportion of these are old bills. Customers who have had difficulty in making settlements, naturally suspend buying until the old bills are paid. Charge accounts, moreover, have very materially declined. On June 1, eleven Boston stores had twenty-five per cent less charge business (for all departments) than a year ago. Cash sales, however, have made a substantial gain, and are much higher in proportion to total sales than a year ago, averaging almost fifty per cent.

It may be of interest to compare business conditions in toilet goods departments with those prevailing in other retail sections. Retail business in this district, according to Federal Reserve figures, was off twenty-one per cent for the first six months of the year. The decrease noted in toilet goods departments would seem to approach this figure fairly closely.

Flavoring extracts, according to grocers in the Boston Metropolitan district, are selling as freely as last year. There is no marked change in the sale of such goods, although it is possible that there is a slight increase. Positively, there is no decline. One New England chain with more than 500 stores reports that sales of flavoring extracts are as favorable as last year, and has noted no change in business. Another smaller chain finds that it disposes of just as much extract as a year ago, probably more, since it has introduced an extract of its own during that period. At the same time, there is no diminution of its consumption of other brands.

### Chicago

**W**HILE retail sales conditions in the leading department stores in perfumes and toilet preparations revealed a loss of from twelve to sixteen per cent for the first six months of 1932, as compared with the same period during last year, a most decided upward swing was noticed during the months of June and July. The improvement in June was partially due to the efforts of the thrifty buying public, endeavoring to make purchases before the new Excise taxes became effective, but the volume has continued throughout July, with vacation and seasonable summer goods sales pointing upwards. A general optimistic sentiment has now developed with this new demand for merchandise, and a good early Fall movement now seems assured. Reports of bumper crops throughout this territory appear to be the main reason for this sudden burst of optimism, while better prices is another. The merchants, having allowed their stocks to reach bottom during the past year, are now showing renewed interest by placing orders for 60 to 90 days ahead, which should start an impetus to the industrial situation in general. All dealers reported that sales on novelty items fell

off considerably, while the demand for staple goods remained firm, with the help of increased advertising and slightly lower prices.

The unemployment situation also showed a slight improvement during the past 60 days, which if continued is sure to reflect for the betterment of the credit departments. With the general decline in salaries and wages, especially in the cities, the credit managers, handling the charge and collection accounts in the larger stores, continue to manifest the same apprehension over this serious unsolved problem, as collections on old accounts continue to drag along.

In the flavoring extract industry, a decline of between 20 to 25 per cent is reported, as compared with the first half of 1931. This loss was attributed to the sales of lemon, orange and assorted flavors which have shown a steady decline for the past two years in the retail trade, while the demand for vanilla extracts appears to be fairly firm, showing a decline of less than eleven per cent on an average for the six months period, with a reported increase back to almost normal during the last two months. The wholesale demand for vanilla extract from the manufacturing industries is about ten per cent lower than 1931, but several larger manufacturers state that their total sales for the entire year of 1932 should show an increase over 1931, based on the improvement during the latter part of June and July.

#### St. Louis

**W**HILE there has been relatively slack business in perfume extracts in the department and other large stores of St. Louis, the sales of toilet preparations as a whole are in excess of the corresponding period of last year. All in all, the trade in perfumes and toilet preparations has been satisfactory so far this year and is keeping up well.

The volume and variety of stocks in the major stores are comparable, as a rule, to a year ago. These establishments, being progressive, have adhered to a policy of maintaining their stocks on a liquid basis; that is, having long ago cleared out surpluses of all sorts, they are maintaining adequate stocks of merchandise for which there is a live and constant demand.

Secondary stores are not so favorably situated, as many of them failed to dispose of odds and ends, job-lots and left-over goods. Concerns which took in merchandise assortments of these kinds, figuring on heavy sales at bargain offerings, find their stocks clogged.

The experience of most of the major stores in the downtown shopping district is that the consumer buys up-to-date and established merchandise, but is not interested in job-lots, and that business is satisfactory with the maintenance of stocks on a liquid basis.

Collections on charge accounts are somewhat slower than normal. They indicate that there is more money in the consumer's hands than is generally believed.

#### Detroit

**A**N important trend toward smaller unit sales in perfumes and toilet extracts is the most notable change seen today in a survey of Detroit department stores. The average volume of stock has undergone varying changes dependent upon this condition. One

result is that the volume in bulk of merchandise carried is considerably less, but gross investment is just about the same; *people are buying less, in smaller lots, and paying just about as much money as ever for it.* Gross sales in these lines generally show a drop from a year ago. As a whole, this has been no more than in drug lines in general.

One progressive store at least has solved one difficulty of dropping sales—which reach only ten per cent for the year here, as against figures estimated to be nearly one-third in other instances—by radically reducing the volume of stock, up to 40 per cent, and so gaining a highly satisfactory turnover.

Credit business in these lines is very difficult to estimate. Probably not over one-fifth is on a charge account basis, and this seems to be satisfactory on collection under department store credit and collection methods of today. Over one-half of this amount is paid within the current month. A notable increase of credit business at the first of every month is evident.

Flavoring extracts, according to leading grocers, are selling in lower volumes than a year ago, but the same stocks generally are being maintained. A poorer turnover is in prospect here. A trend toward higher quality lines only is evident, with some lower priced extracts dropping from the active market.

#### Cleveland

**T**HE general report on sales is that they are lower than last year of this time. *The dollar volume of sales has fallen more than the number of item sales, in toiletries as in other departments.* While the percentage fall in different stores apparently varies, yet the decline has been noticeable.

The attitude of help in the department stores is to be deplored. A visit to one of the stores shows the situation in all.

The reporter went into a Cleveland department store and found all the clerks practically unconscious. Fearing carbon monoxide poisoning, he finally went up to one of the girls, poked her, and found it was just coma.

When the reporter asked her whether she was selling anything, she didn't look very hopeful. In fact, she looked as though she never expected to sell anything again, there or in any other place.

The depression had got her. She had become a pacifist. No more fighting for her. Her motto, "They also serve who only stand and wait."

She was still standing, and pretty content to be upright. Her notion, no doubt, was if she just kept stiff and rigid, staring dully out, that the depression, crashing wave on wave against her, would finally fall back in confusion and slink off.

It may be pretty hard on the depression to run up against that sort of thing, but it is also hard on the customers. They, too, fall back in confusion, and slink off.

Stocks of merchandise are low, in fact buyers will undoubtedly soon be replenishing diminished stocks. Whether sales are at a low ebb or not, the fact is that people are still buying toiletries, buyers must buy, and

(Continued on Page 306)

# Census Report on Massachusetts Sales

*Belated Statistics Give the Percentages Sold  
in Various Types of Retail Stores  
Total Volume Not Given*

WASHINGTON, Aug. 11.—In a belated publication of the results of a study of retail distribution in Massachusetts in 1929, the Bureau of the Census gives detailed statistics which clearly exemplify the widespread distribution of perfumes, cosmetics and toilet articles in what may be termed a representative state.

This census report, although it fills 154 large pages, does not give the total value of retail sales of commodities, being concerned exclusively with the business of various types of stores; therefore, it is not possible to give the total retail sales of cosmetics and kindred preparations.

The index of this business from a volume standpoint is contained in the censuses of wholesale distribution which have been reported previously in *THE PERFUMER*.

The only figures concerning actual sales contained in the voluminous tables show that shops selling toilet articles, cosmetics and perfumes as their exclusive business, there being 27 of these in Massachusetts, did a gross of \$481,852 in 1929, and that 50 beauty and barber shops reported sales of similar products totalling \$755,701.

The principal statistics concern the proportion of sales of specified products to the total sales of various types of stores, but these are given in percentages and not in dollars, except in some instances. These percentages, the report explained, were compiled on the basis of careful studies of all the larger stores, with personal examinations being conducted in stores located in cities with a population of more than 10,000 or in stores of all types doing an annual business in excess of \$60,000.

The averages cast up by the bureau showed that toilet preparations constituted 2.7 per cent of the total business of department stores which contain food departments, while general department stores without food sections accounted for 2.2 per cent of their business from this source.

In all instances perfumes were grouped with toilet preparations for statistical purposes; sometimes only the one heading was used and at other times toilet preparations were separated from toilet articles.

Dry goods stores reported 2.2 per cent of their total business as being done in toilet articles and preparations.

General merchandise stores reported that 1.4 per cent of their sales constituted toiletries and cosmetics, while 6.1 per cent of sales were composed of soaps and sanitary supplies.

The "variety, five-and-ten and to-a-dollar" stores reported that toiletries and cosmetics furnished 5.7 per cent of their total sales, while toilet articles added 1 per cent.

Beauty shops and barber shops, as was to be ex-

pected, made virtually half of their sales in these lines, or 49.5 per cent. Shops dealing almost exclusively in toilet articles and preparations, derived 89 per cent of their business from toiletries and cosmetics and 5 per cent from toilet articles.

General clothing stores reported 1.5 per cent of their business ascribed to toilet articles, while this percentage was doubled in the clothing stores catering exclusively to women. Millinery stores reported sales of these articles equivalent to 1.1 per cent of their total business.

An odd note crept into the report with the showing that radio and electrical shops sold toilet articles equivalent to 2.6 per cent of their total business, and hardware stores reported .7 per cent of their gross due to this line.

Cigar stores reported that sales of toilet articles, presumably razors and blades, accounted for 4.4 per cent of their business and toiletries and cosmetics for another 4 per cent.

Drug stores without soda fountains reported 6.8 per cent sales of toilet articles and preparations, and drug stores with soda fountains 10.2 per cent toiletries and cosmetics and 2.4 per cent toilet articles.

Jewelry stores also were represented in the list; those selling on the credit installment plan reported 1.4 per cent of their sales being accounted for by toilet articles and regular jewelry stores reporting 2.3 per cent due to toiletries and cosmetics and 2.2 per cent due to toilet articles.

## Trade Improves in Canada

Employment and retail trade have improved in Canada, according to a recent Department of Commerce statement. The employment gain was seasonal. Manufacturing activities in Ontario are disappointing, but some lines have shown a pick-up. The statement follows in part:

Canadian retail trade continued fair early this month, and wholesalers reported a slight increase in orders, according to a report from Assistant Trade Commissioner Herbert W. Barrett, Ottawa.

Seasonal improvement was more marked in British Columbia than elsewhere in the Dominion. Collections are reported fair in Winnipeg, Edmonton and Vancouver, and slow to fair in Halifax, Montreal, Toronto, Regina and Calgary.

Employment statistics for June 1 showed some seasonal betterment. Approximately 15,000 more persons were reported on the pay rolls of 7,790 firms than on May 1.

Manufacturing operations continue disappointing in Ontario, and building activity shows only a slight seasonal increase, according to Trade Commissioner L. A. France, Toronto.



# Cosmetic Tax Rules Now Complete

*Final Determinations on Several Disputed Points*

*Made by Revenue Bureau*

*by C. W. B. Hurd*

**W**ASHINGTON, Aug. 15.—On this date, seven weeks after the manufacturers' sales tax became effective, the Bureau of Internal Revenue has given final rulings on three major questions which appear to indicate the closing of the arduous task of the framing of regulations to enforce the law, subject of course to possible revision by the courts.

The three subjects in question all vitally affect manufacturers of cosmetics, perfumes and soaps; they are, so far as is known here, paramount questions for those industries, for they have led to hundreds of inquiries directed to the Bureau as well as to THE AMERICAN PERFUMER.

Unlike previous rulings, which were given out by responsible officials but not always found to be permanent, these are the "last word" by the general counsel and are hardly likely to be changed in the near future.

Incidentally, Senator Smoot of Utah, chairman of the powerful Senate Finance Committee, broke a long silence today to predict that when Congress convenes the fight will be renewed to invoke a general manufacturers' sales tax instead of the selective one that he admits has worked great harm to many industries even in the early stages of its operation.

## Final Ruling on Compacts

Most important to readers of this article is the final ruling of the Bureau on compacts, a question concerning which there have been repeated temporary rulings, the last of which was withdrawn August 12 in preparation for the promulgation of the one herein described.

Now the Bureau rules as follows:

(a) The manufacturer of a compact and a refill who assembles the two articles and sells them as a single finished product is liable for the tax on his selling price, that is, on the price received for the complete article. A peculiar quirk of the ruling is that if the compact sells at the manufacturers' price above three dollars it is taxable as "jewelry," but this is of small importance since jewelry, like cosmetics, must pay a 10 per cent impost. The difference is purely one of kind and not of degree.

(b) The manufacturer of a compact who sells his product without a refill, or empty, to another party who later will assemble the compact and the refill, is NOT subject to a sales tax on his proceeds and needs NO exemption certificate to relieve him of liability, as the compact at that stage is placed in the category of "containers." The container ruling (contained in Section 619 A of the regulations) is to the effect that containers, whether made of glass, metal, paper or any other substance, are not subject to tax when sold empty.

(c) The manufacturer of refills, which are to be assembled later with compacts by another, is NOT liable for the sales tax, but he must obtain a certificate of exemption to relieve him of tax liability before he sells his product. The reason for this ruling is that such refills come under the listing of "sales in bulk" which is explained in more detail later in this article.

(d) The manufacturer who assembles the compacts and refills and produces the finished article ready for the retail trade (whether he produces one or the other or whether he produces neither and merely assembles them) pays the tax on the completed article, this being 10 per cent of his selling price. To be as explicit as possible, a manufacturer who buys either one or the other and assembles them, or who buys both the compact and the refill and does no more than put them together, is the one who pays the tax.

## The Tax on "Gift Sets"

Another angle of the compact ruling is the possibility that manufacturers through the sheer need of economy of operation and the necessity of holding down costs and consequently cutting their tax liability may be forced to put more sales emphasis on the so-called "gift sets."

Gift sets when packaged, sold, advertised and otherwise handled as a single article are taxed on the manufacturers' selling price for the complete set and NOT on the ordinary sales prices of the individual items that go to make up the sets. For example, a compact may contain powder, rouge and lipstick of a high quality that sells for \$2.50 in a set, but which would sell for \$3 if the items were packaged separately. The tax on the set is 25 cents.



On the other hand, although the articles are packaged together, if they carry individual prices and there is the intention that they shall be sold separately, then they will be taxed on the basis of the individual prices of the individual items.

The above rulings on compacts follow weeks of study and rearrangement of regulations, which have passed through almost every stage of transition. At one time it was ruled that refills were taxable but compact cases taxable only when their value (empty) went above three dollars, in which event they were jewelry. There has been a tentative ruling that the primary manufacturers only of compacts and refills would bear the tax, and that was rejected.

At one time, a temporary ruling established the possibility that compact boxes would go tax free while perfume bottles, which often exceed compacts in value, would be taxed.

The upshot of the whole affair is that manufacturers themselves virtually have written the rulings, for the Bureau has been guided largely by the need of maintaining a fair level of competition in the industry as between various products.

#### What a "Manufactured" Article Is

The first rule that offered a chance to make specific regulations broadly applicable was evolved some weeks ago when the Bureau decided definitely that an article is not "manufactured" until it is ready for retail distribution. That ruling solved almost instantaneously all questions regarding tax liability for private brands and for manufactures in bulk. Additional rulings since that primary one have done little more than clarify it or place safeguards around it.

#### Certificates of Exemption

The rulings requiring certificates of exemption for makers of refills, whether these be powder, cream or liquids have been laid down because it might be possible in some manner to divert them; manufacturers of containers, whether for compacts as known to the trade or of bottles, jars and packages, need no certificates of exemption because their products are valueless while empty.

#### The "Free Goods" Question

The second broad question covered in today's rulings regards "free goods." In answer to the question: "If an agent sells a customer 90 cents worth of goods and the customer is given the choice of any 50-cent article in the line for an additional nine cents, is the article sold for nine cents taxed on the actual sum received or on the regular selling price of the article?" The answer is broadly as follows:

The general counsel has ruled in this case that the Government does NOT recognize any article so disposed of as being "free." *If the agent receives nine cents the sum received is recognized as a reduced price and therefore, in the ruling of the Bureau, is valued at nine cents for tax purposes—hence the tax is levied on the actual sales price.*

The same ruling applies in a slightly different form to articles given free of charge as premiums in connection with sales of companion merchandise. For instance, if an introductory package of perfume is given

away free with the purchase of a box of face powder by the same manufacturer; in such cases where there is not a cent paid for the "free article," the Government actually collects a tax only on the price of the one article sold, but technically it divides the value of the package containing the sold article and the one given away.

Thus if the bottle of perfume is given away with a box of face powder selling for one dollar (manufacturers' price) the Bureau recognizes the sale as that of two articles, each selling for 50 cents. Each article technically is taxed at five cents.

#### The "Bulk Sales" Question

Concerning "sales in bulk," the third trying question before the Bureau, the following is quoted from a letter:

"A manufacturer, owning and controlling a formula, makes a product under this formula, which is sold in bulk. The manufacturer at this point is without knowledge as to whether his customer intends to finish the bulk material bought into a commercial package or whether he intends to resell it in bulk. The question is:

"Should the manufacturer make a tax return on this bulk material or should he sell his bulk material on an exemption certificate only?"

"The answer to this question is governed by Section 620 of the Act and Article 7 of Regulation 16. Article 7 reads in part:

"Section 620 provides that except in the case of tires and inner tubes and articles taxable under Section 604, relating to the tax on furs, No tax will be imposed upon articles sold for use in the manufacture or production of other articles subject to tax under Title IV. The right of exemption shall be established by a certificate of exemption."

The result is that the manufacturer must secure an exemption certificate such as is mentioned here—else he will be liable for a tax on his bulk goods.

In the ruling just cited, the manufacturer is without knowledge as to whether his customer intends to finish the bulk material or do otherwise. However, even if the manufacturer is advised by his customer that the article is for further manufacture or packaging, he must obtain an exemption certificate.

Even though an article must be suitable for the retail trade to be taxable, it is the exemption certificate—and the exemption certificate alone—that relieves the manufacturer of any liability after his sale of the bulk material.

#### Peppermint Cultivation in Germany

Bavarian farmers began a fairly extensive cultivation this year of peppermint on the so-called Erdinger (moss) plain of the Bavarian Highlands. Construction of a peppermint oil extraction plant on the spot is now in progress. It expects to hire about 30 workers during the harvest, and has guaranteed delivery to an essential oil factory in Dresden. If the first crop and quality warrant further expansion, several thousand acres may be adapted to peppermint cultivation.—(Trade Commissioner William T. Daugherty, Berlin).

## N. H. C. A. to Convene Aboard Ship

**B**EAUTY culturists from all parts of the country are awaiting with keen interest the "Show Boat" convention and trades exhibit of the National Hairdressers and Cosmetologists Association which will be held Sept. 10-17 on board the *S. S. Noronic*. The boat will leave Detroit at midnight, Saturday, Sept. 10, for a sail over the Great Lakes, making one-day stop-overs at Toronto, Rochester, Buffalo, Erie and Cleveland.

Elaborate plans are being made for the affair. Sessions will be held aboard the ship, as will the annual "Styles Creation" and an extensive program of departmentals. Special programs are being arranged for the stays in the five cities. Entertainment will be provided aboard ship each evening. One entire deck of the vessel will be devoted to booth space for manufacturers' exhibits. Emile Beauvais, president of the association; Emil Rohde, chairman of the Transportation and Entertainment committee, and J. R. Hirschfeld, chairman of the "Styles Creations," are hard at work whipping final plans into shape.

## N. Y. Druggists Form League

For the avowed purpose of restoring the profession to its former dignity which was said to have been taken away by cut-rate stores, a number of pharmacists recently formed the League of Registered Pharmacists in New York City. Aaron Spanier was elected president, and A. J. Schor, of Jackson Heights, L. I., secretary.

## Pennsylvania Sales Tax Passed

The legislature of the state of Pennsylvania has passed a sales tax of one per cent on all sales at retail of goods in the state excepting real estate and products sold by farmers. It is expected to raise \$12,000,000 which will be devoted to unemployment relief. Governor Pinchot has indicated that he will sign the bill although earlier he had urged the legislature to seek other means of raising the money.

## Claims Upheld for Detergent Towel

The Patent Office Board of Appeals recently reversed the decision of the primary examiner who rejected claims of Edward W. Washburn for a patent on a detergent towel held to have cleaning and drying properties. The article was described as a towelling material slightly impregnated with a soap compound, the surfaces of the material being free of soap coating of any appreciable visibility and lather producing quantity, the proportions of soap to the towelling being such that the material possessed sufficient body and absorbent characteristics to dry as well as cleanse a moistened surface. Other patents cited by the examiner in rejecting the claims were a loosely woven open mesh absorbent fabric thoroughly charged and impregnated with a soap solution, used as a scrubbing cloth, and paper sheets impregnated with a soap solution, which dispense a certain amount of soap in washing, but are not used in drying. These patents were regarded as insufficient to meet the cleansing and drying claims for the towel.

## Coming Conventions

American Cosmeticians Association, Sherman hotel, Chicago, Aug. 22 to 24, 1932.

American Pharmaceutical Association and Canadian Pharmaceutical Association, joint convention, Toronto, Ont., Aug. 22 to 27, 1932.

American Chemical Society, Denver, Colo., August 22 to 26, 1932.

National Hairdressers and Cosmetologists Association, Cruising Convention, *S. S. Noronic*, Sept. 10 to 16, 1932.

National Wholesale Druggists Association, Greenbrier hotel, White Sulphur Springs, Va., Sept. 19 to 23, 1932.

National Association of Retail Druggists, Hotel Statler, Boston, Sept. 26 to Oct. 1, 1932.

International Beauty and Barbers Supply Dealers Association, Wardman Park hotel, Washington, Sept. 26 to 30, 1932.

Federal Wholesale Druggists Association, Hotel Raleigh, Washington, Oct. 4 to 6, 1932.

American Beauty and Styles Exposition, Grand Central Palace, New York, Oct. 17 to 20, 1932.

National Manufacturers of Soda Water Flavors, Cleveland, Ohio, Nov. 14 to 18, 1932.

American Bottlers of Carbonated Beverages, Cleveland Public Auditorium, Cleveland, Ohio, Nov. 14 to 18, 1932.

American Pharmaceutical Manufacturers Association, Mid-Year Meeting, Oct. 26 to 28, 1932.

Packaging Exposition, Pennsylvania hotel, New York, March 7 to 10, 1933.

National Confectioners Association, Chicago, date to be announced.

## N.W.D.A. Expects Record Meeting

Topics of unusual importance to the drug trade will be discussed by the National Wholesale Druggists Association at its annual meeting which this year will be held at the Greenbrier hotel, White Sulphur Springs, W. Va., September 19 to 23. One vital subject will be the question, "Whether it is ethical for the wholesaler to substitute on nationally advertised merchandise." This topic has been arousing considerable interest of late. Plans for frank discussion of other common problems having a bearing on the conduct of the entire trade are being arranged. Reservations to date indicate a record breaking attendance.

## Court Upholds Bakelite Decision

The Circuit Court of Appeals has upheld the decision of Federal Judge John M. Woolsey, who declined recently to grant an application by Frischer & Co. for an order restraining the Collector of Customs from excluding from this country products which allegedly infringed on Bakelite products. The decision is in line with a ruling of the Supreme Court, which held that the tariff act gives the Tariff Commission power to advise the President. The products in question were excluded from this country on the advice of the commission during the administration of President Coolidge.



# Recent Products and Packages

**I**N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

## The "Silver Dust" Twins

Packaged in a bright, attractively designed carton of orange background and blue and white lettering is the new product of the Gold Dust Co., "Silver Dust," a white soap powder. The package presents a new set of twins, little Caucasians, who are pictured on the carton at work on such household chores as dish washing and laundering for which the new product is intended.



## New Bourjois Line

Bourjois, Inc., New York, has introduced a new complete line of toilet preparations under the name, "Springtime in Paris."

The decorative scheme of the packages carries out the theme of the trade name, and each package presents a graphic picture of a scene in Paris on a sunny Spring morning, with the sun casting its brilliant rays over such famous edifices as the Arc de Triomphe, the Sacre Coer, the Trocadero, the Madeline, L'opera and the Eiffel Tower. The color scheme is gold and sky blue.



## Potter & Moore Shaving Bowl

Potter & Moore, Ltd., of Mitcham, England, has added a new shaving bowl to its extensive line of toilet preparations. The bowl is of black plastic material, and has a handsome, yet efficient appearance. Threads in which is screwed the cover are inside the bowl, thus eliminating from the outside surface anything which might mar its appearance when the cover is removed. In the center is the Potter & Moore trade symbol of the little French maid on horseback fetching lavender from the fields. The bowl is offered individually and in combination with other products made by the company. The company also now is marketing a new shaving stick made of the same plastic material.



## Vantine's Rouge Box

A rouge box no larger than a half dollar and striking in color scheme is the latest addition to the "Zanadu" line of the A. A. Vantine Products Corp., New York. The box is of molded plastic material, the ebony colored cover contrasting smartly with the brilliant scarlet base.

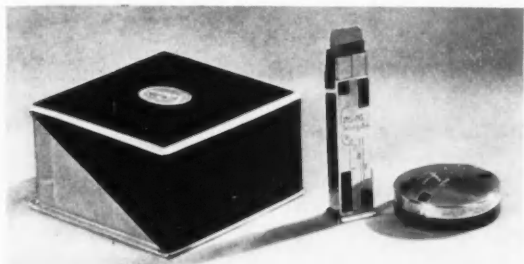


The trade mark symbol and the words, "Zanadu," and "by Vantine's," are molded into the cover and filled with white pigment. On the bottom of the box are ten words of descriptive matter in raised lettering.

## The "Preferé" Line

Out of the Middle West has come a new line of toilet preparations sponsored by the Preferred Products Corp., of Kokomo, Ind. The numbers are neatly packaged, and are being marketed under the name, "Preferé." In the illustration at the right two of the items, a brillantine and a cologne, are shown. The brillantine is packaged in an oddly shaped bottle somewhat resembling a flask, and the cologne in a tall, narrowly panelled container. The closures of each are of black molded plastic material.





### New Martha Washington Items

A worthy addition to the well-known Martha Washington line of cosmetics, conceived by Anré, cosmetician, of Paris, represented in this country by Harry D. Koenig Co., New York, are the "Colonielle" items, very attractively presented in silver and black packages. The powder, lipstick and rouge are shown above.

### The "Double Flip"

Now it's "Double Flip." Encouraged by the success of its Volupté "Flip" compact, the Superior Products Corp., New York, has developed a companion for the mammoth novelty. It is called "Double Flip" because it contains receptacles for rouge and powder.



### Primrose House Eye Shadow

Primrose House, New York, has created an innovation by packaging its eye shadow in an ivory white plastic box about the size of a half dollar. The white container shows off to good advantage the color of the eye shadow.



### Pond's New Face Powder

A new face powder, developed after hundreds of tests, has been placed on the market by the Pond's Extract Co., New York. It is packaged in a handsome French type crystal jar, set off by a cover of a beautiful shade of green. The powder is offered in four distinctive shades.



### "Gomina"

In the illustration at the right we have "Gomina Argentine," the new hair fixator produced by the recently formed Gomina Argentine, Ltd., New York. Equipped



with a glass closure, the jar is plain, but the gold label against the light reddish color of the product gives it a distinctive appearance. The carton catches the eye at once, being of vividly colored modernistic design with a square gold label.

### Von Wertaure's New Formula

One of the outstanding packages of the month is Dr. Von Wertaure's "Formula for an Intracellular Preparation," a product of Von Wertaure Laboratories, Ltd., New York. A feature of the product is that it is marketed in the container in which it is manufactured. The container is a laboratory distilling flask, fitted with a bright red closure, which, together with the creamy color of the liquid, the



gold and black trade mark and the hand lettered label, gives the package an unusually distinctive appearance. The closure is sealed, insuring the buyer of an intact product.

### New "Tussy" Lipstick

Light in weight, easily threaded, strong and uncrushable, colorful and pleasant to handle are just a few of the qualities claimed for the new "Tussy" lipstick cases sponsored by Lesquendieu, Inc., New York and Paris. The cases are of molded green plastic, with lettering in pigment-filled gold a very artistic design.



## Survey of Retail Trade

(Continued from Page 299)

manufacturers may expect soon to get welcome orders from Cleveland stores.

An important drift in toilet preparations stocks that should be noted is the stocking and pushing of "own" or "private" brands of toiletries. Stores that hitherto featured the nationally known brands are now earnestly trying to put over products carrying their own name and which allow them a wider margin of profit. The toilet preparation departments are finding an unexpected buyer acceptance of these unheralded toiletries. In addition to individual store brands, complete lines of toiletries packed under the labels of associated independent department stores, buying together, are winning a place in the retail toiletries trade. It is safe to say that manufacturers of private brand toiletries will get many orders from local buyers, the departments adding new lines, not private, few and far between, that are priced in accordance with the present buyer's market.

Charge accounts, a boon in prosperity times, because they enabled the customer to buy and buy and buy, and merely "charge it," now are causing trouble. The credit situation is deplorable. The evils of too loose credit, including the taking back of merchandise, etc., have harassed department store credit officials, and steps are being taken to relieve an unhealthy and increasingly serious situation wherein charge account bills are not paid for months after they are due. Remedies which are being applied are close inspection of credit ratings and interest charges for overdue charges. It is believed that some stores faced a serious financial condition because of non-payment of charges.

Although the dollar volume of sales of flavoring extracts has decreased, the unit or package sales volume has not appreciably decreased.

The chain groceries in Cleveland, as in other cities, affect the situation. Independents state that the chains are taking away much trade here, yet the chains also seem to be able to maintain their present prices only by paying off clerks and landlords, partly in coupon books good toward food at the chain's stores. The large wholesale groceries are keeping their products, packed under their own label, on independent grocers' shelves, and the chains are in turn selling their own flavoring extracts.

The credit situation is very bad. The Associated Charities encourages Clevelanders to get as much credit at the corner grocery as they can, before the Charities will come to their aid. A common practice has been extorting as much credit as possible from one grocer, and then repeating the process with another and another. Grocers are cutting down on credit, many only after they have filled their books with bad debts.

Even the grocers catering to the highest class of trade report decreased profits.

### Milwaukee

**T**HOUGH buyers of three representative department stores in Milwaukee are agreed that the sale of perfume and toilet preparations is "not what it was last year," *there is a tendency, nevertheless, toward a*

*feeling of optimism with regard to the future.* And the reason is this: Buyers say that local women are gradually becoming educated to the idea of using *all types* of cosmetics, including eye shadow and astringents and special wrinkle eradicators, etc., instead of simply using a cold cream and powder, a fact which augurs well for future business. Also, it is becoming increasingly easy to gauge the buying demands, inasmuch as there is a decided tendency on the part of women to stick to one line of cosmetics, once they have found one that agrees with their skin. This tendency, of course, got its incentive from the encouragement of special demonstrators, but one local store has gone one step further and has opened a "Charm Salon" wherein customers' skins are analyzed by a well-trained beauty consultant who recommends a full treatment of whatever line the woman happens to be most interested in and demonstrates the entire line to her. The department enjoys outstanding success, and is increasing the use of all types of cosmetics in the various lines.

Stocks of merchandise are in proportion to the volume of business being done, which buyers estimate is about 10 per cent under last year. However, because of the increasing tendency to use the formerly little-used articles, such as eye shadow, for instance, it has been necessary to stock more completely on the various lines carried.

Collections on charge accounts in local stores are slow, partially due to the recent closing of four Milwaukee banks and partially to general conditions.

Nevertheless, regular customers are obviously doing the best they can to pay as promptly as possible, and stores are using their best judgment in handling accounts and giving credit. While business should be much improved, buyers see in the future of the cosmetic industry a gradual return to normality and an increasingly intelligent use of cosmetics by local women.

Demand for flavoring extracts in large representative grocery stores here is better than last year, a general consensus of opinions of merchants would indicate. More women at home with more leisure on their hands have resulted in an increase in home cooking and the consequent need of flavoring extracts, it is stated. Lemon and vanilla extract tend to be the most popular flavorings, it is stated, though stores that carry a full line of extracts say that most customers try all the flavorings at least once and then concentrate on two or three of the best liked. Stocks are kept adequate to meet demand, and are consequently more complete than during the past year. Collections are only "fair," with recent bank closings having a detrimental effect generally in large stores throughout the city.

### Minneapolis

**T**HE sales volume of perfumes and toilet preparations in Minneapolis has dropped about five per cent from the totals of last year, according to a survey of leading department stores here. The unit sales have dropped considerably, retail department heads said. Whereas a year ago it was the ordinary thing for customers to spend \$10, \$15 or more for a unit package, it is the unusual practice this season. *However, the sale of smaller packages has increased considerably.* The customers seem to be less discriminating and more conservative in their purchases of perfumes than in

the preceding season, it was indicated. Stores are carrying complete stocks of merchandise as in the past. Collections on charge accounts are a bit slower than last year, but fair on the whole.

An appreciative increase in the sales of flavoring extracts was reported by retail grocers of Minneapolis, the gain ranging from five to fifteen per cent over that of last year. This was attributed to a revival of home baking. The low cost of baking materials, including eggs, has led housewives to devote more time to the art of baking. Stocks are complete in the stores.

### Omaha

**T**OILET preparations have become a necessity in the life of the average woman, according to managers of department stores selling that type of goods in Omaha, Neb. *Sales in perfumes and toilet preparations are holding their own, they declare, because the average woman will not do without her powders, creams and perfumes.*

While the amount of the sales may not be as great this year as for the same general period last year, the number of sales is practically the same. Women are becoming more economical, and where they formerly purchased a \$5 jar of cream and used it lavishly, they now buy a \$1.50 jar and use it sparingly. But they are buying regularly and frequently.

Stocks in these departments are not as large as formerly, due mostly to the fact that managers are buying in smaller quantities and more frequently.

In the flavoring extract lines grocers in Omaha report that business is practically the same as last year. There has been no appreciable change one way or the other.

Charge account collections are very poor, according to credit managers of department stores. The collections are very slow and much slower than at this time last year. More stringent rules for giving of credit have been instituted, and accounts are being watched more closely.

### Salt Lake City

**I**N volume of business, stocks carried and in collections on charge accounts as compared with last year, individual Salt Lake City department stores and grocers made widely different reports.

One firm reported that its perfumery business was off about 35 per cent as compared with the same period of 1931, and that general toilet preparations were down 18 per cent. Stocks generally of perfumes and toilet articles were down 20 per cent.

Another department store reported a slight increase in perfumes and toilet goods over a year ago. *"It's one department that has been holding up well,"* the manager said. Stocks carried, however, were "considerably lighter."

A third described its toilet and perfumery business as "not more than 5 per cent off." Stocks carried were about the same as a year ago.

The credit situation was on the whole satisfactory, as compared with a year ago. Customers were reported to be "more liquid" than in 1931. Obligations have been materially reduced in the past twelve months. Actual collections just now, however, were a little slower.

In flavoring extracts, one big grocery concern re-

ported the volume of business being done as 30 per cent below a year ago. Stocks carried were down 20 per cent. Another reported a drop of about 25 per cent. Stocks were about the same as last year. The credit situation was not as good as a year ago. *"It's terrible!"* said one.

### Los Angeles

**A** SURVEY of several Los Angeles leading department stores showed the following business conditions concerning the sale of perfumes and toilet preparations in their respective stores:

All of the stores showed a decline in sales during the first six months of this year and in comparison with the same period last year. One department store reported a loss of twenty-two per cent and the other a slightly lower loss. The general trend in all of the stores today is for cheaper goods, but in one case it was stated that the higher priced goods were moving along in the same proportion of sales as last year. The opinion prevailed that this decrease in sales of toilet goods is not essentially more than in other lines.

All of the stores carry about the same amount of stock as last year with the exception of one, which is carrying ten per cent less. One department store attributes a certain percentage of decrease in the sale of toilet goods to the fact that many people who visit nearby Mexico take advantage of the cheaper prices prevailing there and stock up with enough to last them until they have occasion to go there again.

There has been very little falling off in volume of flavoring extracts. One department manager attributes the steady demand for this commodity to the fact that people now do a good deal more baking and making of ice cream and confectioneries at home than in previous years. Proof of this is that one leading wholesale grocer sold in the last six months just about twenty-five per cent less vanilla flavoring extract to the ice cream manufacturers than during the same period last year. The prices for flavoring extract held up well, too, and there has not been much of a decline.

Collections are in the main good, but more losses have occurred during the last six months as compared with the corresponding period last year, on account of increased business failures. Stocks are kept at about the same level as last year. One wholesale grocer orders about the same amount of alcohol for his flavoring extracts as he did last year. Another orders just ten per cent less. A summary of opinions shows that the flavoring extract trade in this part of the country is still in a sound condition.

### Seattle

**T**HE average woman spends more for her cosmetics and perfumes today than she did formerly, according to reports of Seattle retail department stores. This is how she does it, painlessly, and without realizing that her total expenditure is slightly greater. *Seattle women are buying in smaller quantities. They have by no means forsaken the standard products;* in fact, there has been very little effort on the part of merchants to introduce unknown or cheap lines of merchandise. But they do buy the smallest size, which is the least economical. Under present conditions the woman shopper budgets her cosmetic pur-



chases as carefully as she does her household expenditures. She appears more frequently at the toiletries counters, making much smaller purchases and buying lotion one week, perfume or cold cream the next, etc.

Dealers report volume slightly off, with a larger number of transactions which are limited to fewer numbers in any given line. Stocks carried are small and are also confined to fewer numbers. Perfumes are selling by the dram rather than the half ounce—the former popular measurement. The sales tax has created some objection, and the customer is loath to pay an advance in price, where careful budgeting has allowed a certain sum for expenditure. Some manufacturers have absorbed the tax themselves. There is a feeling of protest evident on the price advances of such lines as have passed the tax on to the dealer, when the new price reaches the consumer.

In general, the sale of toilet preparations is proportionately larger than that of perfumes. It is anticipated that perfumes will strengthen somewhat with the coming Fall. Customers are concentrating their purchases on fundamental requisites.

One store reported emphatically that its principal volume is in larger sizes and that its patrons continue to buy the size which is cheapest in the long run, purchasing less frequently.

Credits are being watched carefully, and new accounts are investigated closely rather than solicited freely as heretofore. This results in fewer credit turn-downs at the actual time of sale. More customers are paying cash than formerly. The credit situation as regards collections is not serious.

Grocers report extract sales on a par with other lines, about 50 per cent off last year. Stocks are larger in proportion to sales. A decline of from ten to fifteen per cent in merchandise prices makes volume less, but the actual quantity is about the same. Smaller packages are in greater demand. Two-ounce sizes prove the best sellers. Collections have been much more difficult on charge accounts, but just lately a decided uptrend has been indicated. People are displaying more optimism individually. An increase in prices is anticipated shortly.

### New Orleans

**A** CONTINUATION of the marked trend to popular-priced merchandise in toilet goods departments, and evidence of the strongly established position of well-known brands of flavoring extracts are features of the situation in New Orleans.

*Popular-priced toilet goods seem to be within five per cent of last year's record for the first seven months of this year, while general toilet goods, including the higher prices, have fallen off 20 per cent or more.*

Most toilet goods stocks are far under the 1931 mark. Many stores are carrying only half as much. "Hand to mouth" buying is the order of the day. The department which made the best report—sales volume reaching to within three per cent of last year's total—specializes in popular prices. This buyer, along with others, has made a strict rule against new brands, preferring to stick to merchandise known to the public. There is much less disposition to be interested in new

goods or novelties than there was at the first of the year.

Next Fall and Christmas will be definitely a "dollar season," according to opinions. The general sentiment is cheerful, however, and buyers seem to be really devoting time to planning new things rather than regretting past conditions.

Collections are decidedly slow. The typical department store customer's tendency to make a \$10 payment on account and then charge about \$15 worth of goods is proving troublesome. There are comparatively few bad accounts, however, and credit men are disposed to take a lenient attitude rather than cause ill-will.

The strength of quality as a sales maker for flavorings has been proved this year in New Orleans. Attempts have been made to create a quantity appeal with inferior goods, but these have not prospered, local grocers say. General sales are off from last year 20 per cent or more, but prices have held up fairly well. Stocks are only half as large as formerly, and orders are being made with a keen eye to possible demand. Collections are slow, but the attitude on these seems to be much the same as with toilet goods.

### Birmingham

**A** SURVEY of the situation in this city reveals that in spite of the fact that Birmingham has been one of the hardest hit cities in the country during the depression the stock of toilet goods is pretty well taken care of. Birmingham, it must be remembered, is a steel and iron city, the second largest in the country, and with construction work at a standstill the city has been quiet.

In interviewing the various toilet preparation departments in the leading department stores it was found that few stocks have been decreased. *In one of the stores it was found that the toilet goods department had been increased and a flourishing business was going on.* This in contrast to some of the other departments on the main floor which were doing practically nothing in the way of business. The manager of this department said that business in the department was much better now than last year, and that his stock was much larger.

The only change in stocks noted was the trend toward popular price articles. Stores are seeking to rid themselves of the more exclusive brands at this time because in Birmingham there aren't enough exclusive families to make it worthwhile. It is surprising how many of the better families are buying popular price goods, another manager stated. So her stock of popular price goods is larger than last year because the demand is larger for these goods and smaller for high price goods.

The flavoring market at this time is somewhat unsettled. Wholesale grocers as a whole have undergone many changes, and with little capital stock are forced to keep their stocks of flavoring extracts at a low ebb. Yet it is found that the supply is equal to the demand.

With the Reconstruction Finance Corporation preparing to lend money for construction projects it is believed Birmingham will be one of the first cities in the South to show improvement due to the many steel plants here.

# Packaging the Specialty Product

*The Individual Note in Line with Sound*

*Packaging Principles is Important*

*by Ruth Hooper Larison*

**A**NOTHER phase of packaging which is particularly significant today is the "single-package-very-special-item." I call it this because there is no coined classification which properly covers it. Sometimes a manufacturer of toilet preparations decides to launch a single specialty item—sometimes a far-sighted idea man thinks one up and creates a new company to sponsor it. What causes its entry into the toilet goods market is not of as much interest to us as what happens to it when it gets there and how it is presented.

The fact that such a product is a specialty is likely to limit its field. On the other hand, if the manufacturer had not brought it out as a specialty, there would hardly be a reason for launching it at all, because we are pretty much caught up in these days with the do-all products which the directions tell you to use on your face and feet, the hall banister and "try it on the kitchen stove." We've "gone specialty" these days, and the good points of this situation seem to outweigh the bad ones. But let the manufacturer who is interested in specialty products watch out that he is following the tide and not rowing against it. Make sure the product you, as a manufacturer, are contemplating is a true specialty and then package it accordingly. Remember, the consumer is growing more discriminating daily.

Each specialty product is really a law unto itself in packaging, although the fundamental rules hold good. And this is an excellent place to review them: Practicability in manufacturing; practicability in filling, packing and shipping; good display qualities and practicability from the dealer's point of view; beauty utility and practicability for the consumer. While these four rules are of a very general nature, you will find that they cover every phase of your package. To sum them all up, let us say the package must be appropriate to the product and its use. This is the outstanding requirement for a specialty product.

There are three products on sale today which are good examples of specialty items. I do not mean for an instant to imply that these are the only ones on the market—far from it—but they are more or less typical, and in each case they represent either a different price market or sales appeal. I want to talk about them first on the basis of what they have done in the way of presentation or package and why each one measures up to sound packaging for that particular type of product. As I name them I think a memory picture of each one will snap up into your mind, for one good point they all have in common is the quality of sticking in the memory. They are easily recalled:

"Amor Skin," "Benefacial" and "Bathodora." You will find them illustrated on the following page.

"Benefacial" in the tube, as illustrated, retails for 75c; in jars for \$1.50 and \$2.50. "Bathodora" sells for 25c, 50c and \$1. The 50c size is illustrated. "Amor Skin" comes in two strengths and retails at \$17.50 and \$25.

From 25c to \$25 is a wide range of price, but specialties can be any price. But here's the key word of warning: price a specialty squarely at its value to the consumer.

The next point of outstanding interest in this group of products is the fact that each one uses a highly individualized

package either from standpoint of material or design.

"Benefacial," manufactured by Margaret Lane, meets the fastidious demand of the modern market by offering the tube in five colors: blue, green, orchid, yellow and rose. A material hitherto unused for the purpose has been pressed into service for manufacturing the non-collapsible transparent tube. A very interesting development occurred when this tube was in the process of manufacture. The first batch retained the odor of one of the raw materials used, and as it was not a particularly pleasant odor a problem arose. The difficulty was overcome by perfuming the tube while in its liquid state with the same perfume as used in the cream. Although this added to the cost of the container, it was found to be sufficiently practical to be incorporated in the process permanently. In this instance necessity caused one of the most forward steps we have yet experienced in cosmetic packaging—that of perfuming the package as well as the product!

I believe the time is coming when the present difficulties of perfuming paper at reasonable prices will be surmounted, and we will have booklets, enclosures, wrappings, etc., all delicately fragrant with the odor used in the product or at least a good modification of it. Cotton and tissue, used in removing and applying preparations, will no doubt come in for their share of perfume, although in their case the odor will need to be very faint indeed as they are freely used with so many differently scented preparations.

Now to get back to an analysis of the "Benefacial" tube. I have already mentioned the five colors in which this package is offered and I learned with interest from the company that the sales for these different colors average the same throughout the country. In other words, all five colors have been equally accepted by the public and not one of them seems to be outselling the others.

A simple and smartly moulded plastic cap is used and a black metal clip closes the base of the tube. The





lettering "Benefacial" and the name of Margaret Lane are all that appear on the tube, keeping it strictly decorative. The carton, which follows closely the design of the tube, has a small amount of reading matter on the sides, and a comprehensive leaflet giving the full story is enclosed, wrapped around the tube. "Benefacial" is featured as an all-purpose cream replenishing the skin with as close a duplication as possible of the natural oils of a healthy skin. It is offered for all types of skin and, its sponsor states, was formulated after intensive research.

To sum up, we have a single product, highly specialized in formula, presented in a unique container. Everything about the packaging of the product is appropriate to its use. Every element is in harmony with the main idea and with the other related elements.

Now let us analyze the "Bathodora" package. "Bathodora" is manufactured by the Crown Perfumery Co., Ltd., of London, and is distributed in the States by Schieffelin & Co. It comes in the form of fine granules and softens the water of the bath. The package is an oval tin can capped with an attractive green plastic closure. The use of this type of closure on a tin can is new and practical and, we hope, has opened up an untrammelled path for further development along the same line.

A little less than the lower half of the can carries a repetitive water wave design in green and the silver-colored tin of the can. The upper part is lithographed in white and the lettering in black. The shoulder of the can has been left in tin finish.

The use of natural metal finish seems to be growing more popular and, on this particular package it is extremely effective. Its selection as a part of the decorative design of the can is especially pleasing since it blends so well with the other colors and forms an integral part of the entire container design.

"Bathodora" makes a most attractive bathroom package, modest enough in color to blend with any other packages or decorative schemes used on walls,

shower curtains or towels. The value of an all metal package is the protection against the steam of a hot bath entering the package and either spoiling the package itself or the product. This, too, is a highly specialized product and claims just one result—Softening the water and perfuming the bath. "Bathodora," to sum up, is aimed at a very definite market and has prepared its package to harmonize with the utility appeal of a water softener without limiting the sales appeal of perfuming the bath.

Now let us look at "Amor Skin." Here we have a package representing about the last word in the glorification of a product. This has all been thoughtfully aimed to convey the idea of a highly specialized

product with an exclusive price appeal. The old time term of "beautifier" which was always vague and insecure has been brought to earth in this product and we have an organic preparation which claims to actually preserve youth in the skin, eliminate wrinkles and do all that the surgeon's knife has done in plastic therapy of rejuvenating aging skin. It is, indeed, a lot of territory for one product to take in, and that is sufficient reason for the package to glorify the product to the ultimate.

The container is a copy of an early Roman lamp and the cover of the jar simulates the flames of burning oil. The single strength container is porcelain with a dull antique ivory glaze, and that of the double strength is finished in gold enamel. The box provided for carrying the lamp-jar is a heavy, finely made paper box wrapped in gold for the double strength and silver for the single strength and lined in black grosgrain silk. Only the name and addresses appear on the outer package, and no printing whatever appears on the little lamp.

While the retail price, either \$17.50 or \$25, seems high, the booklet claims that it is sufficient to last three months, and after you have figured that up—particularly if you happen to be a woman—the price isn't so prohibitive after all, especially if you are worrying about a wrinkle or two! However, we again realize we are considering a highly specialized product of interest particularly to the woman over thirty-five who is serious about taking care of her skin. Her income will, of course, have to be sufficiently flexible for her to spend that much money on toiletries all at one time and so we must look for the sale of a product at this price in the higher income brackets. Everything about the package and its presentation has been adroitly directed to this very exclusive market. It is seldom advisable to try to straddle two markets especially when one is a quality market. It is better to aim at low volume and high profit percentage.

With these products as representative of the diversified unusual products on the toilet goods market today



there are certain conclusions we can draw from point of view of packaging. The first is: be sure the product is absolutely unique or for a unique use. Package it appropriately and as distinctively as possible. If its appeal is to the masses, make the container smart and unusual but don't gild the lily. Be sure it is appropriately packaged. Study where it is to be used, and how often. Visualize the life of the product from your factory, through the jobber's hands to the retailer's counter and into the home. Visualize it in use. Are you sure the container has been planned to fulfill all the purposes to which it will be put? Give special thought to the formulating of directions on a specialty product. State them clearly and concisely—then try them out on the office boy. If he knows what you are talking about, your directions are likely to be simple and yet intelligent enough for the public.

Again, if you have an unusual product, tucked away in a line but selling, even though overshadowed either by the vastness or unwieldiness of the line, pull it out and give it a one-ring circus of its own. Better still, make it into a side show, and use a new and novel package as a barker to bring the product to the attention of the public. There are plenty of fine prod-

ucts too specialized to be absorbed by long lines, which would do headline acts if they only had a side show tent of their own.

Please do not mistake me as desiring to break down good, sound treatment lines where each product is more or less dependent on other products in the line. I am referring to products which can stand alone on their own sales appeal. More liberties can be taken with the single product package than with the whole line. It can be far more dramatic and arresting in its package appeal. Nine times out of ten a container which would be appropriate in a very distinct way for a specialty product would be absolutely out of keeping on a group of products. Therefore, when an item is simply one of a large group of products it is necessarily tuned down to the ensemble of the whole line.

In these days the toilet goods industry needs to sharpen its pencil and trim down unnecessary expenses and costs in order to step up the profit sheet, and it is the ideal time to study your present line from this specialty point of view. Be sure, however, that the product you choose to dramatize as a specialty is a truly unique product or an unusual product with a new, arresting use.

## French Floral Products Syndicate Combats Depression

GRASSE, August 7.—The floral crops go to make up one of the principal lines of production of our region. They enable a numerous and laborious rural population to earn a livelihood and they feed the factories of Grasse. The depression came. It has been working havoc more particularly on products of luxury, and our industry is profoundly affected. Much uneasiness prevails among the producers. Much discussion is going on between the latter and the manufacturers, in moderate tones, to be sure, for the protection of legitimate interests all around.

The Syndicate of Perfumer-Distillers of Grasse and of the Maritime Alps has sent out the following message in order to explain its position in this controversy:

"The manufacturers have always avoided controversial discussions concerning the more or less accurate reports that are frequently spread at the time of the floral crops. The object of these reports is often to interpret the low prices of the flowers in a spirit unfavorable to the manufacturers at a time when, for reasons that are worthy of consideration and dictated by circumstances, these prices do not measure up to the needs and expectations of the growers.

"This year, however, it seems advisable to us to make some definite statements regarding the question.

"When in the course of the last few years the requirements of the trade called forth a heavy stream of demands, the manufacturers, as every one knows, acceded in a large measure to the wishes of the producers.

"Also, in the face of the worldwide depression, and this year more than ever, it would be very unfair to place the responsibility for the prices and particularly for the price of the orange flower at the door of either one of the parties in the case. The price of the latter article, studied by the representatives of the producers on the evidence brought in by both sides, proves to be

due solely to economic circumstances and not to any manipulations calculated to exploit the producers, since the manufacturers know better than any one else about the grave difficulties besetting the producers.

"All the flowers are affected by the depression, but the orange flower more particularly for the following reasons:

"The price of 20 francs demanded in 1929 by the producers and maintained by the frosts of 1928 and 1929 was far too high, as it rendered impossible all transactions between industry and its trade on orange products. It was merely a few privileged producers that got immediate benefit from a situation that subsequently turned against local production and industry.

"The buyers who had kept aloof from products of our region on account of their excessive cost price were not brought back to them by the price of 10 francs charged in 1930, which is proof of the fact that the buyer of the first products is the true arbiter of the price of the crops and that the manufacturer is no more able to impose his will than is the producer.

"As to the price of 1.75 francs proposed this year by the Nerolium Cooperative and accepted in principle by the manufacturers as a very reasonable one in itself, it does not appear at this time that this price either will enable the crop to be absorbed. In the present state of uncertainty of the market should the manufacturers again tie up large amounts in stocks that are destined to drop in value to their great detriment and to the detriment of production? Our local industry in three years of depression has lost the profit of several years during which it had profited along with the producers from the large demand of the trade. In order to appraise the floral situation soundly, it is today absolutely essential to take cognizance of the fact that the buyer of raw material is the one who rules the prices."

# Editorials

## The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Vol. XXVII. No. 6

August, 1932

### Retail Trade Recovering

AS the leading article in this issue, there is published a second survey of the retail trade in perfumes and toilet preparations. In February such a survey was attempted, and it showed with a considerable degree of success the problems of the retailer in facing unfavorable conditions and how these difficulties affected the manufacturer. Lessons have been learned since that time, and it is our modest hope that our former survey may have played some small part as a stimulant.

The present symposium discloses something different while again emphasizing the same problems and difficulties. It is hardly necessary to analyze the replies in detail; the whole survey is brief enough to warrant careful reading. Certain conclusions, however, appear inevitable in the light of its information.

First, it would seem that both retailers and manufacturers have met current conditions in a realistic manner. There has been no attempt to belittle the seriousness of the situation. Instead, steps have been taken to put remedies into immediate effect. Smaller sizes, more moderately priced lines, bulk sales and other devices to meet the problem of decreased spending power have been unhesitatingly adopted. The result, as the replies show, has been to hold the number of sales at retail up to former levels and to check the tendency of women to discontinue certain types of preparations because they could no longer afford them.

Second, goods have been presented and offered in more attractive forms and styles with the result that the entire industry has benefited by a renewed interest in packaging and advertising. This, in turn, has had its influence upon the purchasing public with good effect. Psychology has been ap-

plied to the problem, whether consciously or unconsciously, and sales have benefited from its application.

Third, salesmanship in the retail stores has been improved. In part, this has been due to the tendency, now apparently somewhat on the wane, of offering store brands in order that profits may be maintained for the retailer. Retailers have had little interest for years in the advertised brand from the standpoint of really attempting to merchandise it. The store brand has made them conscious of the value of actual sales effort and this has in turn been passed to the sales people. There are more good saleswomen behind retail toilet goods counters now than ever before. And they have begun unwittingly to sell advertised brands as well as those sponsored by the retailer.

Finally, it has been adequately demonstrated that advertising is a prime factor in sales volume. Department store statistics show that toilet preparations are the only class of goods which have held up sales volume almost throughout the depression. They are borne out in the results of our survey. Statistics show as well that the advertising of toilet preparations has been maintained even when profits, dividends, technical research and other normal activities of the manufacturer have been curtailed. The relationship is obvious. Previous depressions have seen well-known names disappear from the industry and in virtually every instance they have been the names of houses which have thought that curtailment in advertising for a brief period could do no harm. There will be fewer this time since every important manufacturer and most of the smaller ones have steadily refused to interfere with appropriations for publicity.

Regarding current conditions, it is apparent that this industry is on the way out of the slump. Improvement must come first in the retail trade. Our survey shows that it has begun in some sections and is promised soon in others. We urge manufacturers to study the articles prepared by our correspondents and to be ready to take advantage of the upturn which this survey shows cannot be long delayed. Those who are ready will be the first to profit from any recovery which may take place.

### Wagging Tongues

WHEN business is not too good and profits decline, there is always a crop of whispers and rumors involving not only the smaller houses but many of the larger and more substantial ones as well. Who starts these reports and how they gain even a modicum of credence among those who re-

## OUR ADVERTISERS

Majestic Metal Specialties, Inc.  
New York City

AMERICAN PERFUMER and ESSENTIAL OIL REVIEW,  
432 Fourth Ave., New York City.

GENTLEMEN:

We have been advertising in THE AMERICAN PERFUMER for many years and are well satisfied with the work you have done for us.

THE AMERICAN PERFUMER brings results. Our advertisement in each issue seems to keep our service prominently and consistently before the substantial manufacturers in the toilet preparations industry all over the country.

We especially like the work of the men in your organization who are always ready to co-operate in making our page in the preferred position interesting and effective.

Very truly yours,

MAJESTIC METAL SPECIALTIES, INC.

By J. LESHIN.

peat them is hard to understand. But start they do and grow they will despite the best efforts of reasonable minds to prevent it.

Generally false rumors die of their own accord, but unfortunately they may do tremendous harm before their silliness and falsity become evident. This is the mischief of the wagging tongue which spouts suspicious nonsense often into too willing ears.

During the last few months, in our capacity as reporters of the news, we have had occasion to check a number of these rumors carefully. In almost every instance the trail has vanished leaving nothing more substantial than someone's guess that "So & So, Inc." will bear watching. It is a peculiar type of mentality which derives pleasure from the repetition of such reports.

There are laws in almost every jurisdiction to take care of the business scandal monger. Unfortunately they are not as effective as they should be, principally because the culprits are hard to catch and identify. Sound common sense should dictate, however, that assaults on prominent companies in any industry tend to bring the level of the entire industry down and to cause a very unfortunate reaction on the rumor spreaders themselves.

Our industry has been fortunate in harboring but few of these scandal mongers. These few, however, are too many. The practice can be checked better by a frown or a sharp word when rumors become the subject of conversation than by any other method. We urge our readers to follow this practice. If we do not listen to false rumors, there will soon be none to listen to, and when that happens, business will be on the upgrade with a vengeance.

## The Use of Testimonials

THE courts are rapidly defining the scope and character of the Federal Trade Commission Act. Recently, the "Marmola" decision laid down the principle that Commission jurisdiction is limited to cases in which actual damage to a competitor had resulted from advertising statements even if such statements were exaggerated or misleading. Now, in the Northam Warren case, it is held that testimonials, if they represent the honest beliefs of the endorsers, may be used in advertising regardless of whether they are paid for or not.

It is unlikely that the public in general is deceived by the paid testimonial. Few are likely to believe that the numerous endorsements of toilet articles or other merchandise represent unsolicited opinions or can be secured without the expenditure of money by the advertisers. The court would seem to have adopted a logical attitude in declaring in effect that testimonials freely given are no guarantee of the veracity or good judgment of the givers, nor the payment of fees for their use any reflection upon their truthfulness or accuracy.

In general, this journal has been in hearty agreement with the efforts of the Commission in the interest of truthful advertising. Much excellent work has been done on such matters as the "Paris label." We can even see the advantage of such strained interpretations of the Act as the Commission showed in the cases cited above. No other course would have permitted so clear a definition of its powers and duties. We hope that it will continue to the limit of its powers in the prevention and correction of unfair methods. The courts have shown that it is not to be permitted to overstep reasonable and logical grounds in its activities.

Testimonials have long been an important part of the advertising of toilet preparations. Each of us as a consumer or a producer may estimate for himself their value as a means of securing public support. Payment for their use may or may not be advisable, but under the latest decision, there can be no doubt as to its legality. Truth in advertising is the announced aim of the Commission in its activities as it should be the aim of industry. This cause has been materially advanced through the rapid determination by the courts of the Commission's powers. Other cases will undoubtedly clear up other disputed points. We hope they are brought promptly and decided speedily.

## Entering the Closing Chapter

"EVERY great depression shows three well-defined stages: (1) The first shock which we meet readily. (2) The middle stage which our sportsmanship gets us thru. (3) The last stage which is the full ordeal. People then have always drawn upon humanity's last reserves—*fortitude and faith*. 'Wherefore take unto you the whole armour of God, that ye may be able to withstand in the evil day, and, having done all, to stand. Stand, therefore, having your loins girt about with truth, and having on the breastplate of righteousness . . . Above all, taking the shield of faith. . . .'"

## Wanted: Industrial Leadership

### A Letter to the Editor

EDITOR, AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

SIR: Throughout the depression period it has been customary to shoulder a great deal of the blame for existing conditions on to governmental agencies. It is, unfortunately, true that the problems of intergovernmental debts and foreign loans have added to the difficulties of the period.

Industry, however, has up to this time played an inconspicuous part in solving the problem, and whatever steps have been taken in industry have helped to continue rather than stop the downward movement.

What has industry done up to now? First of all, industry has built up the ranks of the unemployed—in fact, it has created a great group which through lack of income is not in the market for goods. Second, industry has reduced the wages of all workers, thereby still further reducing the purchasing power of the public, and, third, industry has reduced prices, and, accordingly, earnings to a point where dividends have been passed or drastically cut, thereby reducing the incomes of the widespread owners of securities. By these three steps industry has fostered the growth of fear, so that even those who can afford to do not dare to buy.

Has not the time arrived for definite, concerted and constructive action on the part of industry? An affirmative answer seems to be the only logical one.

What can industry do? The program is relatively simple. Industry now operates almost universally on a 48-hour week. The first step would be to reduce the weekly schedule to 30 hours. Such a change should result in an increase of from 40 to 60 per cent over present employment and would drastically reduce, if not eliminate entirely, the army of unemployed. The next step should be to stop selling at cut prices and to place sales emphasis on quality at fair prices. As more people come into the market, demand and production would be stimulated and prices and wages could be advanced. It is a recognized fact that existing production facilities greatly exceed the requirements of present consumption. Industries should accept the 30-hour program with a definite plan not to increase the number of operating hours until demand made such action essential.

Industrialists are agreed that such steps as these would help business, but leadership is lacking. The individual firm hesitates to take the plunge fearing that to do so would give an advantage to competitors who continued on the old basis. The logical approach, therefore, seems to be through industrial groups. Thousands of trade associations are in existence, and others could be organized so that all concerns engaged in a particular line could take the step simultaneously.

Who should assume this leadership? It seems almost automatic that the President should appoint a commission to study the problem, prepare a plan and

institute the solution. Such a step, however, is undesirable since speed is at the moment highly desirable. There now exist a number of national associations which through concerted action could and should sponsor such a program. Such organizations as the United States Chamber of Commerce, National Association of Manufacturers, etc., are the logical leaders. Action is imperative—the call for active and aggressive leadership was never louder or clearer than now. Will these national associations respond?

NEW YORK  
August, 1932.

ADVERTISING MANAGER OF ONE  
OF OUR LARGEST SUPPLY HOUSES.

## Passing on the Tax

### A Letter to the Editor

EDITOR, AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

SIR: A survey conducted by us through our demonstrator organization, our sales representatives and other channels has satisfied us that the consumer understands the absolute inability of the toilet goods industry to absorb such a high rate of tax, and that the public therefore raises no objection to the payment of increased prices caused by the tax, and that both the retailer and the consumer are more satisfied, and find it more satisfactory to generally increase prices to even denominations than to be annoyed with the pennies that would result if the tax were only added to the pre-taxable selling price.

Frankly, we believe that the toilet goods industry is justified in its position to pass on the tax to the consumer, because not only has precedent been established during the war period, but also during the present period when the theatre, telegraph, telephone, tax on checks, gasoline taxes, and various other taxes that have been passed on to the consumer, who has shown no tendency to react or oppose them, and there is no reason why the user of cosmetics should be opposed to the passing on of the tax and yet require the manufacturer to continue the same high quality so important in the successful operation of this industry.

The decision of the toilet goods industry in general to pass on the tax to the consumer is a very important one in my personal opinion, because the time is not very distant when the various states of the Union will consider the toilet goods industry for taxable purposes, and our political leaders must be given to understand that it is utterly an absolute impossibility for the toilet goods industry to absorb such high tax rates, and that they must guide themselves accordingly.

The toilet goods industry is a very important unit in the prosperity of this country, and upon our political leaders rests the important task of preventing chaotic conditions in the industry due to their misunderstanding of the important factors necessary to keep the industry in a healthy condition.

NEW YORK CITY  
August, 1932.

PARFUMERIE DOLLUP, INC.  
H. I. GREENE, President.



# The Departure of the Dames

## *The Partial Absence of Ladies from Advertising*

### *and What it Signifies*

by Leroy Fairman

**B**ACK in the days when Women's Suffrage was a burning issue and a great majority of the male sex stood solid as a rock against it, it more than once happened that some overwrought suffragette rose in convention and demanded the total abolition of man. This radical proposition, for reasons which it is unnecessary to go into, fortunately failed to secure the approval of the fair sex, and man still carries on.

In the broadest sense of the term, men have never even mildly favored the abolition of women; but it now seems that without any active campaign or concerted movement in that direction, our lady friends are gradually being squeezed out of advertising—a branch of human endeavor in which in the past they have been considered indispensable. In fact, it is not so long ago that no piece of advertising material, even for a tractor, a printing press, or a manure spreader, could hope to win the advertiser's approval unless somewhere upon it appeared the picture of a pretty girl.

In the toilet goods business, the pictures of women have been used since the time when my memory runneth not to the contrary; which, just between ourselves, is plenty long enough. It must have been many years ago—although she is still fresh in the mind's eye—that one encountered regularly the prim lady with the wasplike waist who regarded so admiringly in a hand mirror the rejuvenating effects of "Gouraud's Oriental Cream." The cream, I believe, still is obtainable, but millions of people must miss the lady. Other toiletry manufacturers of that day used portrayals of fair ladies, as our illustrations show, generally of so prim, demure and refined a nature as to soften, if not immediately to overcome, the objection to cosmetics which in those days was cherished by all women who desired to preserve their reputations untarnished, no matter what else might happen to them.

To trace the history of the use of the female face and figure in cosmetics advertising as it has developed through the years is not the present purpose; we are now concerned with the causes of its partial and growing disappearance from the scenes of its former triumphs. For we cannot overlook the fact that the gals are not in such high favor as they were, and that it is a familiar experience to encounter a series of toiletry advertisements, or a pretentious and impressive window display, which is without the "human interest" feature which was formerly considered indispensable.

The trouble, if you can so term it, began when a number of industries, conspicuously the toiletries industry, took over from their more or less esteemed colleagues, the patent medicine makers, that ancient

and effective advertising weapon, the testimonial.

Soon after the testimonial idea was adopted, its users became dissatisfied with the statements of obscure ladies from the hinterlands, and began to angle for the endorsements of ladies of high degree. The leader among these aspiring souls was the maker of a prominent line of face creams, who, leaping from social peak to peak, succeeded in extracting enthusiastic testimonials from two queens, to say nothing of princesses, ladies of lesser noble extraction and many women prominent in the public eye in our own country.



A little later a soap manufacturer made a tremendous splurge in testimonial circles by rounding up "442 important Hollywood actresses." This epic performance, of course, entailed a vast amount of labor and expense, and may have been worth it. At any rate, it created a great deal of consternation, not to say resentment, on the part of the cosmetic folks; if, as seemed obvious, dazzling beauty could be obtained by merely using a cheap soap, why go to all the trouble and expense of buying and using creams, powders, lotions and what not?

However, the testimonial racket went gloriously on, meeting no obstacles except in such proud quarters as Boston and environs, where the descendants of the Pilgrims and the Puritans scornfully repelled the most insidious attempts to induce them to lend their names and portraits to commercial purposes.

The first serious check to the testimonial gatherers came when Mrs. Alice Longworth, a distinguished member of the frank and fearless bean-spiller branch of the Roosevelt family, calmly made it known to the press that her face cream testimonial had netted her no less than \$5,000. Now it seemed that the market price of endorsements had been fixed at \$500 for ladies of the citizenry, \$1,000 for the nobility, and occasional higher prices for duchesses and queens. Here was a new figure—and it had been paid to a woman who, though in earlier years a President's daughter, was at that time merely the wife of a congressman.

This couldn't be hushed up. As anything said or done by Mrs. Longworth automatically achieved front page publicity, her statement was printed by all the newspapers of the land, from the great metropolitan dailies to the *Painted Post Weekly Observer*. Not only did this publicity play havoc with the market by setting a new high for prices, but what was much worse—oh, very much worse!—millions of women learned for the first time that the testimonials they had devoured so avidly were not the freely proffered endorsements of grateful ladies who wished to pass on to their sisters the good news concerning the prep-

arations to which they owed their personal charm, if not their social eminence but were bought and paid for, like so many pounds of sausage.

This, unfortunately was not all. Lady Heath, famous English aviatrix, broke into the public prints with an indignant outburst because a certain club had snubbed her by reason of the grimy condition of her hands; this being just about the time when her endorsement of a celebrated nail polish appeared widely.

The disillusionment of the public received further impetus when in a single issue of *Liberty* there appeared no less than eight testimonials by Constance Talmadge, motion picture star. Eight seemed a lot of testimonials for one small girl to put across simultaneously; but there was a tinge of resentment in the big laugh that went around when it was learned that Miss Talmadge had, in one triumphant though crowded day, endorsed no less than 800 products, thereby creating a record that will likely stand for some time.

Since these incidents and many others of lesser importance were made public, the testimonial business has been conducted upon more cautious lines.

At the present writing such testimonial users as have been called to account for their activities have been able to prove that the givers of endorsements have indeed and in fact been users of the endorsed products. Some advertisers have stated in their advertisements, that the persons whose testimonials therein appeared received no payment for the use of their names and portraits. In many cases, the testimonials have avoided the statement that the endorser was or ever had been a user of the product, leaving that to be inferred by hasty, ignorant or over-credulous readers.

Unwilling to lose the high attention value of the questionable testimonial, some advertisers have made no attempt to tie up the girl with the text, using her merely as an ornament. The Lucky Strike folks, always ingenious and resourceful, have recently adorned a series of big advertisements by drawings of sinuous and seductive creatures by the eminent John La Gatta. These lovely lassies were accompanied by adoring males, and were supposed, in some strange way, to answer the crucial question, "Do you inhale?" Such maneuvers as these seem to indicate the reluctant but certain demise of the testimonial racket.

Meantime, great damage has been done. Advertising and other journals, Better Business Bureaus and other civic organizations, have denounced the paid testimonial in strong terms, claiming with much justification that the testimonial disclosures had undermined public confidence in advertising, and therefore greatly impaired its effectiveness as a tool of business. I believe that this is true. When I first engaged in the advertising business, back in 1897, it was more or less of a joke. People frankly disbelieved in advertising, and jeered its most ambitious and sincere manifestations.

"Nothing but an ad," was a term of disparagement and derision. To win over an overwhelming majority of American advertisers to the policy of truth in advertising, and to convince the public of the truthfulness and reliability of advertising was a long, painful and often an apparently hopeless process. And now an orgy of misrepresentation and silly exaggeration in which the testimonial boys have been the leaders, has all but undone the work of years, and made advertising once more the most popular joke in the *Ballyhoo* type of magazine.

In this process of degeneration, the woman in advertising display has suffered. The key feature of at least 90 per cent of all testimonial advertis-



## Dry Skin Wrinkles

SKIN SPECIALIST SHOWS WAY TO  
IMPROVEMENT IN 3 TO 7 DAYS

DOCTOR'S tests prove that Ambrosia Cream, used after Ambrosia Cleanser, makes dry skins noticeably smoother in 3 to 7 days.

This Cream was introduced a little more than a year ago, at 2 ounces for \$1.00. Increased sales now make it possible to offer double the amount—4 ounces—for the same price—\$1.00.

This means that every woman can now use this miraculous cream in generous enough quantities to end dryness, not only on face and neck, but also for chapped smooths, rough elbows, sunburn, etc.

### REPLENISHES SKIN OIL

Ambrosia Cream combines the 2 most soothing ingredients known for dry skins. These ingredients are so like natural skin-oil that they are used by surgeons everywhere to help heal cuts without scars.

They are blended in a colloid machine imported by the Ambrosia Company, which makes particles in the cream actually 11 times finer than particles in milk.

Thus it penetrates pores, replenishes skin oil. Dryness ends, wrinkles smooth out.

### ON SALE AUGUST 10

30,000 drug and department stores will have the new big-size Ambrosia Cream on their counters August 10. Get a bottle at once. Hinz Ambrosia, Inc., 114 Fifth Ave., New York.

Copyright 1932, Hinz Ambrosia, Inc.

AMBROSIA CREAM—SMOOTHES WRINKLES



ONE OF THE NEWER ADVERTISEMENTS AND TWO OF THE OLDER TYPE

ing, she has, advertisers of certain commodities seem to fear, become associated with fraud and chicanery. Hence the growing frequency of lady-less series of advertisements.

There is one class of advertising in which she still reigns supreme. That is in the newspaper advertising of department stores and specialty shops. There she is indeed indispensable, and her reputation still stands untarnished. The reason, of course, is that in such surroundings she is strictly impersonal; she is a manikin, a clothes-horse, or a piece of display material upon which to pose a hat or hang a piece of jewelry. She is accepted without comment or suspicion because she claims nothing for herself or for the goods which she aids in advertising.

This is the key, it seems to me, to the present and future usefulness of the woman in advertising; the door through which she may escape further defamation and total loss of employment.

A number of advertisers in the cosmetics industry have already used the female face, hands, arms and neck purely for demonstration purposes. Such advertising has avoided the testimonial feature. The identity of the person shown is not stated. No claim is made that she ever used the product advertised. It is not stated that her complexion has been beautified, the glow of health brought back to her cheeks, the wrinkles removed from the corners of her eyes, or her hard and grimy hands made soft and beautiful by the use of this, that or the other thing.

Cosmetics being made chiefly for women, it seems absurd not to show women in their advertising. And nothing has yet been invented, according to general public opinion, which can successfully compete with a beautiful woman as an attraction to the eye of the passerby. The consuming public would miss the ladies sadly if their disappearance were total and permanent—and there is surely no good reason why they should not return.

Using the picture of a woman merely because it is pretty or because it seems somehow to be essential to the advertising of goods used by women, seems, though, to be rather an absurd procedure. Quite a number of advertisers have done this, and are still doing it, but consumers must be puzzled as to what the sense or meaning of such illustrations may be.

But using the picture of a woman to answer questions which the consumer may ask as to how a product is to be used, not only provides a handsome and attractive illustration, but serves the useful purpose of actually illustrating the use of the product. So employed, it is beyond adverse criticism, and will be appreciated by the reader.

Not every product can use the female face for demonstration purposes; that has been so superlatively well done already that many who might so use it may hesitate to try. But women can be used as lay figures, as the retail shops use them, without giving offense or causing the eyebrow of derision to rise. And whatever may be done, the advertiser will be unwise to use copy of any kind which smacks ever so lightly of the discredited type of testimonial made notorious by Constance Talmadge and other industrious reapers in a now barren field.

## Use Geraniol in Beetle Study

WASHINGTON, Aug. 11.—More than 2,500 pounds of geraniol have been used by the Bureau of Entomology of the Department of Agriculture in a study of Japanese beetles, representing one of the largest efforts ever undertaken by that bureau.

This campaign against the Japanese beetle has been carried on in a quiet manner—in fact so quiet that curiosity was focussed on it only recently through attention being drawn to the peculiar stands surmounted by what appeared to be green milk bottles posted near roadsides in the Northeastern part of the country.

These so-called beetle traps "baited" with geraniol are not designed to destroy the beetles so much as to detect their presence. Beetles that enter them are killed, but eradication of the beetles is a complicated process involving the actual treating of the soil before the grubs emerge, a chemical being employed in that operation that is much different from the essential oil in the traps.

The Bureau has in use some 59,000 of the geraniol-baited traps. They are placed in sections of the following states: New York, Connecticut, Delaware, Maryland, Pennsylvania and New Jersey—in other words, from the Southeast corner of New England down the Atlantic seaboard to Northern Virginia. The traps are not permanent, but during the past few years have been moved from place to place throughout the East, as far West as Ohio and from Vermont down to Florida.

The traps are called into service whenever the Bureau has reason to believe that beetles are infesting an area, just as studies now are being made of the section where the traps are located. When there has been only slight infestation of an area, these traps have been known to eradicate the beetles, but usually they catch comparatively few of the insects.

It is claimed by the Bureau that the traps fulfill their principal purpose even though they catch only isolated beetles, however, for they save the expense of possibly hiring hundreds of men to make personal examination of growing things and soil where the beetles are thought to be. The beetles are particularly feared as they seem to thrive on almost all plant life and shrubs and need to be watched for generally.

As they are almost wholly destructive to crops, the Department of Agriculture has gone to great lengths to control the beetles, and has established strict regulations forbidding the movement of crops or shrubs out of infested areas into non-infested ones.

Extensive tests finally showed that geraniol is one of the best methods of attracting and destroying beetles, and only the expense keeps this method from being used for complete eradication of them. The geraniol is used in the traps in liquid form.

The Bureau also has conducted wide experiments in the use of other essential oils as a means of eliminating harmful insects, meeting with notable success in two instances.

Geraniol also is used to fight the codling moth which attacks apple trees, being sprayed on the trees. Citral has been found quite effective in combating the Oriental fruit moth.



## Packaging Exposition Plans

**B**OTTLES, wrappers, cubes, boxes and cartons of every description illustrating, among other matters, varieties of color, design, size, shape, materials and structure in packaging will be on display at the Third Packaging, Packing and Shipping Exposition to be held March 7-10, 1933, in the Hotel Pennsylvania, New York City. The Exposition is sponsored by the American Management Association, and is being staged in connection with a four-day series of conferences and clinics on production, packing and shipping, packaging and consumer marketing. A number of important displays are already in the process of preparation, according to Irwin D. Wolf, secretary of Kaufmann Department Stores, Inc., and chairman of the recently formed Packaging Exposition Council of the American Management Association. Among those who have made reservations are: DuPont Cellophane Co., Lowe Paper Co., Einson-Freeman Co., Robert Gair Co., Kimberly-Clark Co., Union Bag & Paper Co., General Box Co., Package Machinery Corp., Breskin & Charlton, *Packaging Record*, *Food Industries*, *THE AMERICAN PERFUMER*, Acme Steel Co., Celluloid Corp. of America, and Hinde & Dauch Paper Co.

## Panama Modifies Perfume Duties

Import duties on perfumes have been modified by the Panaman government, the new rates being as follows: Perfumes with a factory price of from 50 cents to \$1 per ounce, 15 per cent ad valorem; and cheaper perfumes per quarter ounce bottle, 25 cents; per half ounce bottle, 40 cents; per one ounce bottle, 75 cents; in larger containers, 25 cents per ounce. The former import duty on perfumes were as follows: Perfumes worth less than 60 cents per quarter ounce, 25 cents per half ounce; perfumes selling for not more than 75 cents, 40 cents per ounce flask.

## Held on Infringement Charge

Two men, Michael Kanarinas, of 532 West 145th street, New York, and Atlas Yayas, of 1027 Dahil road, Brooklyn, charged with trade mark infringement, are being held for trial in Special Sessions, New York City. They were charged with counterfeiting labels for a petrolatum product manufactured by E. R. Squibb & Sons, but the forgery charge was dismissed by magistrate Farrell in Washington Heights Court, New York, who ordered the men arrested for violating Section 2354, of the Penal Law. Each is being held in \$1,000 bail.

## Beauty Industries Show Cancelled

The Beauty Industries Congress and Trade Exposition, scheduled for October 17-20 at the Astor hotel, New York City, has been cancelled by the board of directors of the Beauty Industries Manufacturers Association which sponsors the annual show. The directors felt the show would cost manufacturers too much time and money, and in view of business conditions decided to abandon it this year.

Musical Wife—"It's strange, but when I play the piano, I always feel extraordinarily melancholy."

Husband—"So do I, dearest."—*Passing Show*.

## Ground Broken for Pharmacy Building

**G**ROUND was broken recently for the construction of the Pharmacy Headquarters Building, at Constitution Avenue and 23rd street, N. W., Washington, D. C. Leaders in pharmacy from different parts of the country assembled at the beautiful site, and dedicated it on behalf of American pharmacy.

It was a notable occasion. Dr. H. A. B. Dunning, chairman of the Headquarters Building Campaign committee of the A. Ph. A., presided. Others who were in attendance and who have been active in the work since its inception were: Dr. E. F. Kelly, secretary of the A. Ph. A.; Dr. E. L. Newcomb, secretary of the N. W. D. A.; Dr. S. L. Hilton, member of the Campaign committee and chairman of the Council of the A. Ph. A.; Dr. W. Bruce Philip, president-elect of the A. Ph. A.; Dr. A. G. DuMez, member of the Campaign and Plans committees; Dr. E. G. Eberle, member of the Campaign committee and editor of the A. Ph. A. Journal; and Walter D. Adams, president of the A. Ph. A. Sir Henry S. Wellcome, president of Burroughs Wellcome & Co. and honorary president of the A. Ph. A.; Dr. Charles Moore, chairman of the National Commission of Fine Arts, and Dr. Harry A. Fowler, president of the Medical Society of the District of Columbia, were present, and each responded.

The institution is intended to foster the ethics, science and professionalism of pharmacy, and will be thoroughly equipped to accomplish this end. It will have a reference library, a museum, research laboratories, an educational department and meeting rooms, where the leaders in professional pharmacy may gather together and exchange ideas for the improvement and development of the calling which they represent.

## Prices, Volume and Profits Discussed

The relation of prices to volume and to net profit is discussed in most interesting and novel fashion in two bulletins recently issued by the Eddy-Rucker Co., Cambridge, Mass. They trace the direct relationship which undoubtedly exists between volume and prices, and bring in, in excellent fashion, the effect of both of these factors upon net profits. The company has worked out a formula to express this relationship as follows:

$$\frac{V \times (P - E)}{T} = \text{Net Profit in any given period.}$$

in which V equals volume in units, T equals time, P equals gross profits and E equals expense per unit.

For example 1,000 units on which the gross profit is 40c each and the expense 30c each are sold in 25 days. Applying the formula

$$\frac{1,000 \times (.40 - .30)}{25} = \$4.00 \text{ (Net Profit per Day)}$$

Obviously a variance in any of the factors produces a corresponding variance in the net. The company has worked out from this formula how a decline in price effects net profits and how great an increase in turnover is required to make a cut in price profitable. Copies of the bulletins are available to parties interested.

# Oil of Cypress

*A Description of the French Industry*

by Dr. Ernest S. Guenther,

Chief Research Chemist, Fritzsche Brothers, Inc.

**O**IL of cypress (*Cupressus Sempervirens*) undoubtedly has qualities which make it an interesting raw material for perfumery. Yet, comparatively little information about its production can be found in our literature on essential oils.

It was thus with a view of securing reliable first-hand information regarding the true conditions of production and purity of this oil that the writer took a special trip to the cypress regions north-east of Marseilles in Southern France during 1931. This excursion was profitable because it offered a good opportunity to collect and record all data on the distillation of oil of cypress which is evidently becoming rare. In fact, there seems to be only one producer left who still manufactures this oil in his rather well-equipped plant.

Oil of cypress is distilled, or rather should be distilled, from the true cypress (*Cupressus Sempervirens*) only. This is the characteristic slender variety familiar to us from classical or Mediterranean pictures.

Production of oil of cypress centers around Salon, Bouches du Rhône, France, in the very heart of that sunny country known, since the days of the troubadours, as La Provence. Approaching Salon, the car passes splendid lanes of superb ancient cypress trees, partly planted generations ago for the protection of fields and vineyards against damage from the *Mistral*, a cold, strong wind ravaging the south of France. These cypress lanes extend in a cycle of about ten miles around Salon, especially from Salon toward Arles, a section called "La Crau," which offers ample plant

material for making distillation worth while. It appears that the environment of Salon is the only

region left in La Provence where *Cupressus Sempervirens* can still be found in large quantities, since *Cupressus Pyramidalis*, the broad-based cypress, variety, predominates in the other sections.

As mentioned, the cypress trees are planted primarily as protection for the fields against the wind, but because it takes so much longer to grow *Sempervirens*, preference is given to *Pyramidalis* the leaves and branches of *Pyramidalis* can be trimmed for the first time after eight or ten years; those of *Sempervirens* only after fifteen years. However, the essential oil of *Cupressus Pyramidalis* is quite different from the oil of *Cupressus Sempervirens*. The former does not have

the outstanding qualities of the latter. Oil of *Cupressus Pyramidalis* lacks the high boiling sesquiterpene alcohol to which the ambergris-like odor and also the therapeutic qualities of oil of *Cupressus Sempervirens* are due. On purchasing oil of cypress great care must therefore be taken to obtain oil of *Cupressus Sempervirens* only and not a mixture with *Cupressus Pyramidalis*. The trees are forty to fifty, and sometimes a hundred years old. Every four or five years the upper parts of the trees are trimmed to prevent them from attaining too great a height, which would expose them to the danger of being uprooted by the tremendous force of the *Mistral*. This trimming is usually done by the farmers from mid-October to April.

Middlemen purchase the cut branches which serve as suitable material for vineyard posts. The distillers of oil of cypress take over the leaf material, paying only about three francs per hundred kilos of plant material aside from the transportation which as a rule is more costly.

Before distillation, the plant material has to be crushed in a special apparatus.



The distillers must be careful to take only cypress leaves, eliminating the branches as much as possible because distillation of woody material would result in turpentine fractions and resinous matter, thus lowering the quality of true cypress oil.

Distillation is usually carried out by applying direct steam. As a rule the stills have a capacity of approximately sixteen hundred liters and are charged with about six hundred kilos of material.

The quality of oil of cypress depends entirely upon the method of distillation which must be carried out over a period of seventeen hours. This is essential because the most valuable constituents of oil of cypress which are responsible for its remarkable fixation value and also for its medicinal properties are of a very high boiling point and distill only between the tenth and seventeenth hour.

The density of the cypress oil fractions increases with the length of distillation as shown in the following table:

Length of Time of Distillation	Specific Gravity @ 15° C.
1 to 3 hours	0.870
3 to 10 hours	0.876
10 to 13 hours	0.880
13 to 15 hours	0.885
15 to 17 hours	0.890

The average specific gravity of a good quality of oil of cypress should be about 0.877 at 15° C., although slight variations are possible.

As to the yield of oil of cypress, it might be said that on an average five hundred kilos of plant material yield one kilo of oil. Half of the oil distills during the first three hours, whereas at the end of distillation only thirty grams of oil are carried over per hour, assuming a charge of six hundred kilos of plant material.

The quality of the oil undergoes very few changes every year. Differences are only slight and affect primarily the specific gravity, which during spring is slightly lower because at that time of the year the plants are covered by small shoots.

Genuine oil of cypress distilled in 1931-1932 shows, according to our analysis, the following properties:

Specific Gravity @ 15° C.	0.881
Optical Rotation	+18° 16'
Refractive Index n <sub>D</sub> 20	1.4760
Saponification Value	8.9
Solubility	Turpid in 10 volumes of 90% alcohol

The constitution of oil of cypress has been subject to intensive research work carried out mostly in the laboratories of Schimmel & Co. So far, the following constituents have been found:<sup>1</sup>

- Furfural
  - d- $\alpha$ -Pinene
  - d-Camphene
  - d-Sylvestrene
  - p-Cymene
  - A ketone of Menthone and Thujone odor boiling between 80 and 90° C. at 3 to 4 mm. pressure
  - Terpineol-4
  - Alcohol C<sub>15</sub>H<sub>32</sub>O (of an agreeable rose-like odor recalling also borneol)
  - d-x-Terpineol
  - Acetic and Valerianic Esters of Terpineol
  - 1-Cadinene
  - Cedrol
  - A Liquid Sesquiterpene Alcohol C<sub>15</sub>H<sub>26</sub>O, boiling from 136-138° C. at 4-5 mm.
- In the cobobation oil, Diacetyl, Methylalcohol and Furfural have been found.

As mentioned, oil of cypress is valuable to the per-

fumer because of its amber-like last note which must be due to sesquiterpene alcohol C<sub>15</sub>H<sub>26</sub>O, the constitution of which has not yet been established with certainty. Because of this ambergris note, oil of cypress blends very well in chypre types of perfumes.

Our experiments with oil of cypress to ascertain its behavior in soap were quite successful. It seems that the first note of terpenes disappears after a few weeks and the characteristic amber-like note becomes quite pronounced and remains thus. Since this amber note is difficult to attain by other soap perfuming ingredients, oil of cypress offers an interesting raw material for the soap maker.

Oil of cypress has also found application in medicine where it is used as a remedy for whooping cough. Originally tried out by Dr. O. Soltman,<sup>2</sup> Director of the University Clinic for Children, Leipzig, and by other German specialists and very successfully introduced in European hospitals, it soon found application also in American medical institutions.

In all cases of whooping cough, cypress oil promptly reduces the number of cough paroxysms by diminishing their intensity, reducing their duration and increasing the length of free intervals thus doing away with the weakening after-effects of the paroxysm and of the individual attack.

Detrimental effects upon the organs have not been observed. On the contrary, oil of cypress prevents their appearance and mollifies the course of the disease. The favorable effects are especially demonstrated by the non-appearance or arrestment of choking and vomiting and by the disappearance of the phenomena of suffocation.

<sup>1</sup> For detailed reference, see Gildemeister & Hoffman, *Die Aetherischen Oele*, III Ed., 2nd Vol., p. 246.

<sup>2</sup> See also Dr. Soltman's paper in the "Therapie der Gegenwart," March, 1904.

## Toiletry Imports Into British Malaya

Toiletry imports into British Malaya from gold standard countries were cut down in 1931 following the drop in the exchange value of the Straits dollar and British pound, but even so the total reached the sizeable value of approximately \$500,000. Although the population of British Malaya is 4,500,000, foreign residents number only some 17,000, and it is they who buy most of the imported toilet preparations. Most of these foreigners being British, the sale of products of that nationality has been greater than of any other brands, making up 25 per cent of the imports in 1931. Chief American products imported were dentifrices, talcums and hair preparations. Little of the other types of American cosmetics have found a market there. (*Trade Commissioner Frank S. Williams, Singapore.*)

## Peppermint Harvest in Chosen Increased

Acres and yields of peppermint in Chosen, Korea, expanded during 1931. The number of acres under cultivation totaled 640, as compared with 466 in 1930, 221 in 1929, 170 in 1928 and 83 in 1927. Yields aggregated 2,247,000 pounds, as against 1,418,000, 938,000, 762,000, and 233,000 in the above respective years. (*Vice Consul C. H. Stephen, Seoul.*)

# TRADE NOTES



## New Matchabelli Sales Manager

Prince Matchabelli Perfumery, Inc., New York, has advised us of the appointment of Henri Conche as manager in charge of sales.

Mr. Conche has had wide experience in the perfumery business, both here and abroad. For the past three years he has been vice-president and sales manager for the American branch of Parfumerie Lubin, Paris. His appointment to that position was the result of his success in the export department of the home office in Paris. He has travelled extensively in Europe and in Egypt.

Prior to his connection with Parfumerie Lubin, he was associated with the Paris office of Houbigant, also in the export department.

## A. N. A. Receives New Members

The Association of National Advertisers, Inc., has elected the following companies to membership: Health Products Corp., Newark, N. J., and Oakite Products, Inc., New York. Murray Breese, advertising manager of Health Products Corp., will represent his company in the A. N. A. The representative of Oakite Products, Inc., will be H. Liggett Gray, assistant manager.

## Coty Elects Two Directors

The house of Coty, Paris, has elected two new directors, A. Lavault and R. Greilsamer, both of whom have been connected with the company for some time. Mr. Greilsamer and François Coty have been named active administrators of the business.

## New Officers of Compagnie Re-Naitre

At a recent meeting of the board of directors of Compagnie Re-Naitre, New York, manufacturer of a cream by that name, several changes were made in the organization, principally the election of new officers. E. V. Mayer was named president; Emile Baruch and Erich Laetch, vice-presidents; Otto Kerkman, treasurer, and Edward Baruch, secretary.

In discussing the changes, Mr. Mayer said there would be no radical departure in the policy of the company, but that it would continue to be operated along sound lines as its foundation gradually was strengthened. He said that an office had been established in Montreal and a factory in Toronto to take care of the Canadian business of the company.

## To Open Lever Plant

Reports in the newspapers of Northern New Jersey indicate that the Edgewater plant of Lever Brothers Co., Cambridge, Mass., will be opened some time in September. No announcement has been made as to exactly what products will be manufactured there.

## Best Now "Cuticura" Head

Samuel M. Best has been elected president of the Potter Drug & Chemical Co., Malden, Mass., manufacturer of "Cuticura" soap



SAMUEL M. BEST

and ointment and other preparations. Mr. Best has been connected with the company for many years and recently has been its vice-president. He succeeds the late Charles L. Hamilton, whose death was recorded in our pages in July. William G. Gooch, who has been secretary and treasurer of the company, was elected vice-president to succeed Mr. Best. The latter will continue the policies which

have built up such an enviable reputation for the company and its products over a long period of years.

## Palmolive on Five-Day Schedule

The Milwaukee factories of the Colgate-Palmolive-Peet Co. are running five days a week. Some departments are on a nine-hour day and others on an eight-hour day. The company's force at the plant for the last two years has been kept intact. The work is as evenly divided as possible, according to E. J. Reddett, factory superintendent.

## M. K. Cohen Married

It is a pleasure to congratulate Moise K. Cohen, manufacturer's agent, New York, handling the Morny and Lubin lines, on his marriage on July 7 to Mrs. Janet Baer, of New York. Mr. and Mrs. Cohen sailed immediately for Europe on an extended honeymoon trip.



### Harrah in New Quarters

The Harrah Laboratories, Charleston W. Va. are now established in new quarters at 410 Charleston street. L. O. Harrah, owner of the company, took a five year lease on the building at this address which is an old time cottage on one of the main thoroughfares of the city. The building is of antique design, very picturesquely situated among large trees. On one side of the entrance is an attractive salesroom and the offices are on the other, the remainder of the building being used for manufacturing purposes.

Mr. Harrah advises us that he is manufacturing a line of about 15 products built around face powder, the formula of which he developed after several years of experimentation.

### La Marie Plant Busy

La Marie Beautifiers advises us that its branch laboratory at Ogdensburg, N. Y., has accounted for a considerable increase in the company's business in the United States. The company was founded eight years ago in Ottawa, Canada, and still maintains principal offices in that city.

### Dicks Reports Business Good

C. B. Dicks, president of the LaValliere Perfume Co., New Orleans, reports business in June about equal to the corresponding month of 1931.

### d'Escayrac Returns from France

Bernard d'Escayrac, vice-president and general manager of Guerlain, Inc., New York City, arrived in New York on the *Lafayette* August 3 after a visit of six weeks in France. He spent most of his time in Paris, and while his visit was intended primarily as a vacation, Mr. d'Escayrac kept in close touch with the Guerlain Paris office. He visited several places of interest in France, and spent several days enjoying the famed beauty of the Riviera.

During his stay abroad, Mr. d'Escayrac was a close student of business conditions on the Continent. He noted that conditions there at the time appeared somewhat better than in this country, although he was of the opinion that the business slump had not yet reached its lowest point in Europe, and, therefore, the outlook in France is not encouraging. In the United States, Mr. d'Escayrac believes, the depression has finally reached its greatest depth and that the Fall will see business in recovery. While the outlook is fairly bright here, he said, business never again will enjoy the heights attained during the latter part of the last decade.

When the *Lafayette* sailed August 6 on its return voyage, J. P. Wilde, sales manager of the company, was a passenger. He will spend a vacation of six weeks in France.



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BERNARD D'ESCAIRAC

### Yardley Adopts Retirement Plan

Cecil Smith, managing director of Yardley & Co., Ltd., perfumery and fine soap makers, Union City, N. J., has announced the adoption of a cooperative group retirement and insurance program, enabling participating employees to retire from work at the early age of 60, with a life income, guaranteed by the Metropolitan Life Insurance Co., which is underwriting the entire plan. The retirement plan is now in operation, with practically the entire eligible personnel enrolled.



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CECIL SMITH

In addition to the provisions for early retirement, made effective without greater contributions from employees than are required, as a rule, for retirement at age 65, the program includes another outstanding feature in the return of contributions in full upon an employee's withdrawal, even though group life insurance is included in the general plan. If not electing to take the 100 per cent cash surrender value, an employee, on withdrawing, may continue his contributions, or stop contributing and leave with the insurance company those made to the date of withdrawal, and receive, at the normal retirement age, a life income based upon his total deposits.

In building up retirement funds for the employees, both past and future service are taken into consideration. The cost of retirement benefits, based on service before the plan became effective, will be defrayed in full by the employer. This past service income will amount to one per cent of salary, as of July 1, 1932, multiplied by years of continuous service prior to that date. The full retirement income, payable monthly for life, will represent past service credits plus annuities of two per cent of current salary to be purchased each year by joint contributions of employer and employees.

The life insurance approximates one year's salary up to a maximum of \$3,000. In addition to the death benefits it establishes, the life insurance contract includes a total and permanent disability clause. Under this, any employee becoming completely disabled before age 60, will receive the full amount of his insurance in monthly installments.

Full death benefits will be paid if death occurs before an employee has gone on retirement. After retirement, on pension, the death benefit will equal the employee's annuity for one year, but with a minimum of \$500 established. No contributions will be required after retirement.

Yardley employees may elect to have payment of their retirement incomes, somewhat reduced in amount, continued after their death to their widows or other dependents. By arrangement with the company, they may also retire before or after the normal retirement age, with their annuities adjusted accordingly, although, if later retirement is permitted, they will receive credit for continuing regular contributions. The plan includes a visiting nurse service.

### Cowling New York Visitor

Donald S. Cowling, sales manager for Lucien Lelong, Inc., Chicago and New York, spent several weeks at the New York office during the month. Mr. Cowling has been stationed on the Pacific Coast where he has been engaged for about a year in putting the line on a settled basis. He reports that this task is almost accomplished and that he will return to California only for the purpose of opening a Lelong branch office there in charge of a competent and experienced man.

Regarding conditions in the Coast territory, Mr. Cowling indicated that sales of high quality products in the higher priced brackets were holding up fairly well, but that medium priced cosmetics were having a more difficult time due to cut prices and other factors not in control of the manufacturers. He commented particularly upon the large number of cosmetic manufacturers now operating plants in California and upon the numerous new lines being launched in Hollywood and vicinity, although he believes that only those established on a firm basis of quality and service will endure. The numerous "movie star" lines, unless backed by adequate financing and quality of products, are not likely to become of much importance in his opinion.

When he finishes his Coast business, which he hopes will be about the first of the coming year, Mr. Cowling expects to make his headquarters in the New York office.

### Miss Whall on Vacation

Miss Isabelle M. Whall, manager of the Marie Earle Salon, New York City, is enjoying a well-earned vacation at her summer home at Shelter Island, N. Y. She plans to spend two weeks at this pleasant resort, devoting most of her time to her favorite sport of deep sea fishing. Early in September she will conclude her vacation activities by embarking on the Bermuda-Halifax cruise, returning to her duties at the salon September 12. Just prior to leaving for Shelter Island, Miss Whall was guest at a lawn fete given in honor of her birthday at her sister's estate at Manhattan Beach.

### Connelly Returns from West

B. J. Connelly, sales manager for Bost, Inc., New York and Chicago, has just returned from a two weeks' business trip which took him as far West as Chicago. Mr. Connelly visited Indianapolis and Cincinnati and also spent a few days in Pittsburgh and vicinity. He reports that conditions are showing measurable improvement and that sentiment in the trade is more optimistic. A strong campaign of outdoor and periodical advertising has been inaugurated by Bost, Inc., centering in the Southwest and along highways from New York to Chicago.



DONALD S. COWLING

### Michigan Soap Company Incorporated

A new soap manufacturing company, recently opened in Highland Park, a suburb of Detroit, has been re-organized and incorporated under Michigan law, as the Clean-Clean Manufacturing Co. The organization specializes in the production of mechanics' and industrial soaps. The plant is at 153 LaBelle avenue, Highland Park, Michigan. August G. Klein, of Hael Park, Mich., is head of the company. Homer Lambert, who was formerly a partner, has left the enterprise. Retail distribution will probably be through jobbers' outlets.

### U. R. Distributing Co. Formed

The U. R. Distributing Co. has been organized in New York City, with offices at 30 East Twentieth street. The company will be exclusive distributing agents for "de Neas" products, a complete line of cosmetics.

### Currys Return from Coast

Bronzed and in good spirits after a long stay on the Pacific Coast, Mr. and Mrs. John H. Curry returned to New York July 11 and plunged into the business affairs of Ogilvie Sisters, Inc., with renewed vigor. Mr. Curry is sales manager of the firm, and his wife, the former Anne Ogilvie, is in charge of the Ogilvie salon on Fifth avenue.

While the trip to the Coast was intended primarily as a vacation, Mr. Curry made it a point to call on accounts in the principal cities of California. He spent four weeks in San Francisco where he noticed conditions were somewhat better than in other parts of the state. Business people in this city were enthusiastic over prospects of sales, he reported. While in San Fran-



MR. AND MRS. J. H. CURRY ABOARD SHIP

cisco, he spent some time conferring with officials of the Robertson department store whose beauty salon is one of the most popular in the city.

The Currys made the trip West by steamer through the Panama Canal, leaving New York May 27. They spent a day in Havana, Cuba, and another in Cristobal, Panama Canal Zone, en route. The return trip was made by rail over the Great Northern Route, during which stopovers were made at Portland, Ore., and Chicago. In Portland Mr. Curry visited the new Meyer & Frank department store which boasts of one of the most beautifully equipped salons in the country.

#### Records, Secretary-Treasurer of N. C. A.

Frank S. Records, formerly secretary-treasurer of the National Paper Box Manufacturers Association, recently was elected secretary-treasurer of the National Confectioners Association, succeeding Walter C. Hughes. Mr. Hughes, who held that office for 20 years, is now trade mark counsel and counsel to the members of the association.

#### Durrant in New Quarters

The Durrant Sales Co., Kansas City, Mo., manufacturer of cosmetics, has moved from its former address at Twelfth street and Chestnut avenue to 3625 Main street, and has more than doubled its floor space.

#### Death of Charles H. Alker

Charles H. Alker, vice-president of Orbis Products Trading Co., New York, one of the best known men in the essential oil industry, died at his home in Bloomfield, N. J., August 15, after a brief illness due to heart trouble. Mr. Alker was born in Jersey City 60 years

ago. After an education in the public schools and a brief early business experience, he joined the National Aniline & Chemical Co., where he had charge for more than 13 years of the essential oil department.

In 1918 Orbis Products Trading Co. was organized by the present officers and associates, among them Mr. Alker who was made vice-president.

Mr. Alker was personally acquainted with most of the prominent buyers of essential oils as well as many of the foreign and domestic suppliers of these materials. He was a regular attendant at the conventions Associated Manufacturers of Toilet Articles and the Flavoring Extract Manufacturers Association of the United States. In both of these organizations he had a host of friends. For the last 25 years he has resided in New Jersey and his widow, his son, Charles H. Alker Jr., and daughter, Grace R. Alker, live there.

A solemn high requiem mass was held at Sacred Heart Church, Bloomfield, August 18, and interment at Mount Olive Cemetery.

#### Cosmetics Company in Asheville

H. Barnes & Co., Hollywood, Calif., manufacturer of mineral face creams and hair ointment, recently opened an office at 312 Haywood Building, Asheville, N. C. The office will be in charge of Dr. H. R. Barnes, president of the company.

#### Worner on Pharmacy Board

William August Worner, of Worner Drug Stores, Inc., has been unanimously elected president of the Louisiana State Board of Pharmacy.

#### Death of Samuel J. Carr

Samuel J. Carr, last of the surviving founders of the Carr-Lowrey Glass Co., Baltimore, Md., died August 10 in the Marlborough-Blenheim Hotel, Atlantic City, N. J. On August 31 he would have been seventy-eight years old. It was in 1889 that Mr. Carr, with W. W.

Lowrey and others, formed the glass company which prospered through the years until today it is one of the leading organizations in its field. Mr. Carr was largely instrumental in the progress of the firm which continued to hold his interest up until the time of his death.

Born in Baltimore in 1854, Mr. Carr was educated in the public schools of that city, and there set out on a business career which was to make him one of the leading industrialists in the East. At the time of his death he continued to maintain his home in his native city. Besides his widow, he leaves two brothers, John W. and Chever Carr, both of Baltimore.

The body was brought to Baltimore where funeral services were conducted on August 12 from the Mitchell Funeral Home, 1900 Eutaw place. Interment was in the family mausoleum at Greenmount Cemetery.

#### Death of Joseph Hyman

Joseph Hyman, president of Hyman & Hyman, manufacturers of cosmetics, hair preparations and beauty shop supplies, New York City, died August 9 at his residence, 272 West Ninetieth street, this city, after an illness of several months. He was forty-six years old.

Mr. Hyman was associated with Hyman & Hyman for many years. He was known in the industry as a progressive, and was responsible for many of the innovations in the manufacture of human hair pieces, hair nets and other items today considered indispensable.

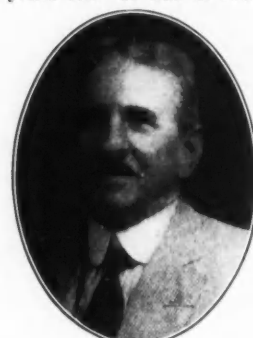
He also was a leader in the development of the beauty shop in this country. He leaves his mother, Mrs. Rachel Hyman; three brothers, Louis, Dr. Abraham and Maurice Hyman, and a sister, Mrs. S. Feifer.

Funeral services were held August 11 at Congregation Jeshurun, 257 West Eighty-eighth street, New York. Interment was in Betholom Fields Cemetery, Cypress Hills, in the family vault.

Mr. Hyman's loss will be keenly felt by his own company and by the entire beauty industry.



THE LATE  
CHARLES H. ALKER



THE LATE  
SAMUEL J. CARR



THE LATE  
JOSEPH HYMAN



### Leases Quarters in Newark

Chic Products Co., Newark, N. J., has taken offices in the building at Central avenue and Halsey street. The company manufactures and retails cosmetics.

### Killeen Chemistry Prize Award

Holy Cross College, Worcester, Mass., has this year awarded the Edward V. Killeen, Jr., prize in chemistry to Charles G. Moroney, of Collinsville, Conn. Mr. Moroney was graduated in June *summa cum laude*, and in addition to the Killeen prize received the Flatley gold medal for senior philosophy. The Killeen prize of fifty dollars in gold is awarded annually to the student with the highest standing in chemistry in memory of Edward V. Killeen, Jr., who died in the service of his country while a student at Holy Cross, class of 1919. It is a gift of Edward V. Killeen, president of George Lueders & Co., New York. Mr. Moroney hopes to enter the chemical field after a brief summer vacation at his home.



CHARLES G. MORONEY

### Patou Incorporated in Paris

Jean Patou, Parfumeur, has been incorporated in Paris to take over the perfume end of the Patou business. Offices have been established at 9 rue St. Florentin, with a plant at 10 rue Danton, St. Ouen. Capitalization is 300,000 francs divided into 600 shares, of which 500 have been subscribed and the remainder held by Jean Patou, S. A. Mr. Patou is named as the sole director.

### Lomerita Products Increases Activities

Lomerita Products, Oxford, N. Y., has added to its plant equipment by the erection of a new storehouse for bottles, cans, corks and sundries. Olive M. Lewis, Richard Cleveland, and Myron Hills have been appointed representatives. The company does a direct selling business.

### New Cosmetics Show Room

Space in the building at 1140 Broadway, New York, has been leased by Cross & Brown, agents, to Joseph Jackson who will use it for offices and display rooms for toilet preparations.

### Carlson Moves Offices

L. H. Carlson, manufacturers' representative, Detroit, has advised us that his offices are now located in room 1338 Michigan Theatre building; new telephone number Cadillac 4553. Mr. Carlson is representative in Detroit territory of P. R. Dreyer, Inc., and John Powell & Co., Inc., both of New York.

### Heads Lever Purchasing Department

James F. Reeves has been appointed general director of purchasing for Lever Brothers Co., Cambridge, Mass., to succeed Joseph I. Abbott who died recently. Mr. Reeves, who formerly was purchasing agent for the company for a number of years, will supervise the purchasing of oils, fats, heavy chemicals and general raw materials, as well as the sale of glycerine which formerly was in charge of Mr. Abbott. J. J. Guiney, who has been associated with the purchasing department of the company for some time, has been made purchasing agent.

### Discontinues Soda Fountain Line

The Bishop & Babcock Manufacturing Co., Cleveland, manufacturers of soda fountains, carbonic gas, brewing machinery, heating specialties, automobile parts and other products, announces that it has discontinued the soda fountain and carbonic gas divisions of its business. It will continue in all its other lines from its factory in Cleveland. The company's branches distributing soda fountains and carbonic gas were discontinued August 1. The cylinders used in its carbonic gas division have been sold to the Liquid Carbonic Corp., Chicago, and an arrangement has also been made with that company for the handling of the soda fountain inventory.

### Ritchie on Eastern Trip

W. E. Ritchie, of W. C. Ritchie & Co., Chicago, with Mrs. Ritchie, recently enjoyed a motor trip of about three weeks. Leaving Chicago, they toured through Canada to Montreal and visited Mr. Ritchie's mother at the Seignior Club at Lucerne-in-Quebec. From there they came to New York City where a stop



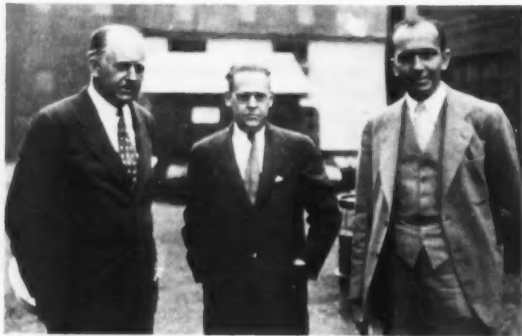
MR. AND MRS. W. E. RITCHIE

of several days was made. Here they did some shopping for their charming 3½-year-old daughter, and Mr. Ritchie conferred with L. H. Brodrick, New York representative of his company, and visited some of his friends in the trade. The return trip was made through Pennsylvania and Ohio, with several stopovers.

Mr. Ritchie is a grandson of the founder of the company, in the affairs of which he now takes an increasingly important part.

### Naugatuck Announces Aromatic Line

In line with its policy to utilize to the greatest possible degree the raw materials and intermediates produced in its own plant or readily obtainable through its affiliated companies and agencies, the Naugatuck Chemical Co., Naugatuck, Conn., has been rapidly ex-



B. T. BUSH, M. G. SHEPARD AND G. P. F. SMITH

panding and has developed a line of aromatic chemicals which it manufactures for the perfume, cosmetic, soap and allied trade. This is a logical development of the business which the company has conducted for more than 25 years in organic chemicals for other industries.

The company was established in June, 1904, to manufacture mineral acids along with specialties for use in other trades. A few years later it was taken over by the United States Rubber Co., and its line was expanded to include organic chemicals for the rubber industry. The rapid growth of these consuming industries brought steady progress and led to the development of many new chemicals of interest and importance not only in the curing and processing of rubber, but in other lines as well.

The company manufactures mineral acids, such as sulfuric, muriatic and nitric, and coal tar products, such as nitrobenzol, aniline and many of their derivatives. The company pioneered the development of natural rubber latex, and through its work on the processing of this material has made it available for many uses, such as the backing of carpets, upholstery material, as adhesives, etc., for which rubber in ordinary form is not suitable. Some years ago there was developed a remarkable process for the dispersion of both crude and reclaimed rubber to produce a substance similar to natural latex. The Naugatuck Chemical Co. took over this development several years ago, and has been extremely successful with its dispersed rubber products. A line of plastic material manufactured from polymerized styrol was also marketed under the trade name "Vetron." One of its products

was heptaldehyde from which is made "Hepteen," a well known rubber accelerator.

From these it was naturally but a short step to aromatic chemicals, since in a number of cases the same bases can be employed in the manufacture of such products. Among the first of these were alpha amyl cinnamic aldehyde and undecalactone, commonly known as aldehyde C 14 (peach aldehyde). Other related products include heptyl alcohol, heptyl heptoate, heptioic acid and ethyl heptoate. This line is to be expanded and will shortly include numerous other synthetic products developed from the same bases, and other products such as phenyl acetic acid and phenyl ethyl alcohol.

Through the unusual facilities which the company enjoys in the East Indies for the purchase, production and testing of crude rubber and other material by its own agents and extensive agricultural and chemical staff, and for careful selection of these raw materials, the line is being developed to include derivatives of citronella, vetivert, lemongrass and other oils. Vetivert acetate, ionones, geraniol, citronellol and their esters are being manufactured, and the line will shortly include hydroxycitronellal and acetophenone.

The company is a subsidiary of the U. S. Rubber Co., and is headed by Elmer Roberts, president, who was formerly director of research of that organization. G. P. F. Smith is assistant to the president, and M. G. Shepard, Ch.E., is chief chemist. The laboratories are in contact and collaboration with the General Laboratories, of Passaic, N. J.

The marketing of aromatic chemicals and other materials has been entrusted to Bushfield, Inc., New York, of which Burton T. Bush is president. Mr. Bush has had many years of experience in the essential oil and aromatic chemical industry. He was formerly in charge of the American branch of Antoine Chiris, and under his direction the plant now owned by Givaudan-Delawanna Inc., at Delawanna, N. J., was built. Recently he organized Bushfield, Inc., the staff of which will be expanded to handle the Naugatuck line.

The accompanying photograph shows Mr. Bush, Mr. Shepard and Mr. Smith at the plant, and the lower



picture is a recent view of the plant. Two of the buildings in the group are devoted exclusively to the manufacture of aromatic chemicals and several other buildings are also utilized in part for this work.

### St. Alphonse Returns from Europe

Montgomery St. Alphonse, secretary and treasurer of W. J. Bush & Co. (Canada), Ltd., returned to his Montreal headquarters on the *Empress of Britain* after a visit of several weeks to W. J. Bush & Co., Ltd., London, parent house of his company. Mr. St. Alphonse is an annual visitor abroad where he confers with officials of the house and formulates plans for extending the business during the year. His trip was more interesting than usual, since he returned on the same ship with the British delegates to the Imperial Conference held at Ottawa.

He usually stops in New York, but this year sailed direct from Quebec. While in London he met R. R. Webb, treasurer of the American company, W. J. Bush & Co., Inc., New York, and since his return has traveled extensively in Canada where he reports business conditions on the upgrade.

### Stokes Officers on Vacation

F. J. Stokes, president of the F. J. Stokes Machine Co., Philadelphia, is enjoying a combined business and pleasure trip by automobile in the South by way of the mountains of North Carolina and Tennessee. Lawrence Bailey, secretary of the company, is motoring with Mrs. Bailey and their son, Robert, in Cape Cod. The trip will cover 1500 miles, and will include a visit to Mr. Bailey's old home in North Scituate, Mass.

### Barber Now Representing Synflour

L. A. Barber, who for many years has been connected with the essential oil industry in a sales capacity, will in the future represent Synflour Scientific Laboratories, Monticello, N. Y. Mr. Barber will be in charge of business in the metropolitan territory of New York, and has opened offices at 205 East 42nd street. The telephone number is MURRAY HILL 4-2535.

### Pfaudler Celebrates Golden Anniversary

The Pfaudler Co., Rochester, N. Y., manufacturers of glass-lined steel equipment for the toilet preparations and other industries, is celebrating this year the fiftieth anniversary of its organization. The company was established in 1882 by James Sargent, C. C. Puffer and E. G. Miner, of Rochester. It originally manufactured cast iron tanks and other equipment, but the founders soon realized the importance of an interior resistant coating which would withstand the action of chemicals and other materials for which this equipment was intended.



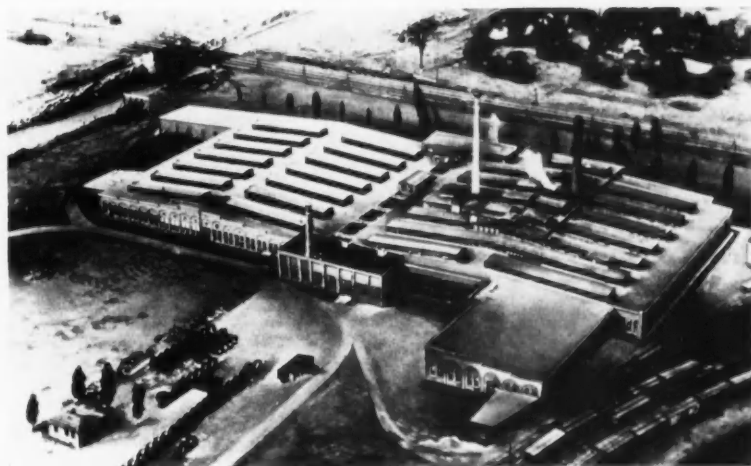
W. D. PHETEPLACE

With this in view they started the development of glass lined tanks, and after many unsuccessful experiments finally produced two of these tanks

in 1888. This was the beginning of the glass-lined equipment industry. The development of this process led to an immediate and rapid expansion of the Pfaudler business, and as the vigilance of health boards increased and the urge for more sanitary and better methods of production in all industries gained momentum, the company developed a wide line of equipment to be used throughout all manufacturing industries. The Pfaudler Co. at present enjoys tremendous business in this country, and through its London house and other foreign agencies has been very successful in placing equipment in Europe and Australia.

The present officers of the company are: chairman of the board, E. G. Miner; president, W. D. Phetepplace; vice-presidents, H. S. Calvert, O. I. Chorman and G. F. Kroha; secretary, C. J. Stothers, and treasurer, W. H. Middleton.

As evidence that rapid progress is being made even in times when general business conditions are unfavorable, the company is now engaged in rebuilding its plant in Rochester and in installing new and larger furnaces in order to render the best service possible to the chemical and dairy industry. One of its new furnaces will accommodate an all-welded piece of 10,000 gallons capacity. Traveling cranes are being installed to handle this large equipment and to improve the general mechanical handling of the company's products as they move through the plant. During this period of plant rebuilding at Rochester all orders are being filled through the company's other plant at Elyria, Ohio. These developments are undertaken because the officers, with great foresight,



realize that times are now most propitious for a building or construction program, and also because they foresee that the improvement in business, which is bound to come, can best be met through methods of plant handling involving the most up-to-date facilities.

We are pleased to congratulate the company and its officers on the splendid progress which they have made during the last 50 years and especially on their foresight in providing for an even greater growth in the future.

#### Marriage of John A. Silver

The friends of John A. Silver, vice-president in charge of sales and advertising of the F. J. Stokes Machine Co., Philadelphia, will be interested to learn of his marriage on June 18 to Miss Pamela Nichelson Wright, of Bryn Mawr, Pa. The ceremony took place in the Church of the Redeemer, Bryn Mawr, after which Mr. and Mrs. Silver left for their honeymoon through the mountains of Virginia and the Carolinas.

The bride is the daughter of Mrs. J. Edmund Wright, formerly of England, who occupies the chair of Greek language and literature at Bryn Mawr College, and is a graduate of the Phoebe Thorne School of Bryn Mawr College.



JOHN A. SILVER

Mr. Silver is well known in engineering circles. He was graduated from Haverford College where he specialized in classical and scientific courses. After completing his education, Mr. Silver joined the F. J. Stokes Machine Co. in a minor capacity. In the course of the years he has served in the laboratories, the factory and the office, all of which gave him a background for his present position in which he achieved marked success resulting in his recent appointment as vice-president. Besides his active interest in business, Mr. Silver is an advocate of athletics and is fond of horse back riding and rowing. He is much interested in cricket, having played this game in England against the Public Schools, including Eton, Harrow and Rugby, as playing manager of his college team, and having been a member several times of the All-Philadelphia XI when it played in Canada. His interest in out-of-doors activities led naturally to a study of wild life, particularly birds. In addition to being an ornithologist Mr. Silver is a collector of rare stamps.

#### Nuve Products Opens Offices

The Nuve Products Co., organized recently to manufacture a line of cosmetics, has opened offices at 512 Fifth avenue, New York City.

#### Opens Factory in California

The Pacific Soap Co. recently opened a factory in Modesto, Calif. Frank J. Scanlan is manager of the new plant.

#### Foster Finds Conditions Improving

J. M. Foster, treasurer and manager of the Foster Forbes Glass Co., Marion, Ind., has been making a series of business trips through the Middle Western territory and reports that the many customers of his company in that section are more optimistic regarding business conditions than has been the case in many months.

Mr. Foster is of the fourth generation of his family to be engaged in the glass business, the connection dating back to 1820 when Joseph Foster came from England and established bottle plants at Keene, N. H., and later at Stoddard, N. H. His son, George W. Foster, established two factories, and A. M. Foster in turn entered the business in 1878, becoming interested in the Marion Flint Glass Co., and later establishing the Sheldon-Foster Glass Co., and the Upland Flint Bottle Co. In the last named he has been associated with W. C. Forbes, and the name was later changed to Foster-Forbes Glass Co. Officers of the present company are A. M. Foster, president, W. C. Forbes, secretary and sales manager, and J. M. Foster, treasurer and factory manager.

In reporting on his trip, Mr. Foster says: "The volume of business is fair and a slight increase is in evidence. Of course, profits are not very large, but we are pleased because we have been able to keep our organization intact and to operate nearly as usual. I believe some upturn is coming, for sentiment in the trade is much brighter than it has been."

#### Bondurand Now Legion Member

We are pleased to congratulate Robert Bondurand, director of Pierre Dhumez & Co., Vallauris (A. M.), France, on being honored by election as Chevalier of the Legion of Honor. Mr. Bondurand received this decoration for valiant and heroic service during the World War. As a testimonial of the esteem in which his associates hold him, the entire staff of Pierre Dhumez & Co. was entertained at dinner in honor of Mr. Bondurand at the home of Mr. Dhumez, Domain d'Argeville. His company is represented in the United States by Compagnie Parento, Inc., Croton-on-Hudson, N. Y.

#### Consolidated Officials on Tours

A. M. Kahn, president of Consolidated Products Co., Inc., New York, dealers in machinery, sailed on the *Bremen* July 28 to Europe. Mr. Kahn expects to be abroad through August and September.

M. I. Cowen, secretary of the company, is spending six weeks on a trip to the Pacific Coast. He sailed by way of the Clyde line to Galveston, Tex., and will visit acquaintances and friends in the trade, returning to New York some time in September.

#### Congratulating Mr. and Mrs. de Grandprey

Mr. and Mrs. Pierre Clement de Grandprey are rejoicing in the birth of a son, Jean, who arrived on June 20. Mr. de Grandprey is general manager of Etablissements Antoine Chiris, Paris and Grasse. We extend our hearty congratulations in which Mr. de Grandprey's many friends in this country will join.



### U. S. Industrial Alcohol Film Shown

An interesting two-reel motion picture film showing the processes in the manufacture of industrial ethyl alcohol at the Baltimore plant of the U. S. Industrial Alcohol Co. was presented at the motion picture theatre of the New York Museum of Science and Industry, 220 East Forty-second street, New York, July 30 and August 4, 6 and 10. The film showed the various steps in the production of ethyl alcohol, from the cutting of sugar cane to the final shipment of the finished product. The care taken in the fermentation and distillation processes was shown, as was the exactness of the gauging and proofing of the alcohol by United States agents before it is taken to the denaturing plant. At this plant, where the finished product is turned out, the work also is performed under the supervision of Uncle Sam's men.

### Weicker Returns from Italy

Herman G. Weicker, vice-president of Dodge & Olcott Co., New York, has returned from Europe where he spent the last two months visiting his company's connections. Mr. Weicker spent most of his time in Italy and in addition to conferences with his principals there took the opportunity for sightseeing stops at many interesting points which he had been unable to visit on previous trips.

### Marriage of F. T. Dodge

Francis T. Dodge, president of Dodge & Olcott Co., was married on August 5 in the Madison Avenue Presbyterian Church, New York, to Mrs. Ellen Putnam Blodgett, of Harvard, Mass. The ceremony was performed by Rev. Robert W. Serle, D. D., and Mr. and Mrs. Dodge sailed the following day on the *Lafayette* for Plymouth.

### Bergstresser Now Dejonge Treasurer

H. F. Bergstresser has been elected treasurer of Louis Dejonge & Co., New York, succeeding Charles I. McLaughlin who retired July 1 after an association with the company since 1873. For the last 27 years Mr. McLaughlin acted as an officer and director. Mr. Bergstresser brings to his new position a wide knowledge of the business and familiarity with his new duties acquired in three years of service as assistant treasurer.

### Marriage of A. W. Paull, Jr.

We have received an announcement of the marriage on July 7 of Archibald Woods Paull, Jr., treasurer of Wheeling Stamping Co., Wheeling, W. Va., to Margaret Grizzela Kinder, daughter of Mr. and Mrs. Gordon Dyche Kinder. The ceremony took place at Brookside, Bridgeport, Ohio. We extend our congratulations and best wishes.

### New Massachusetts Soap Company

Twill Products Co. will shortly begin the manufacture of soap in Brockton, Mass., according to an announcement by Richard Page, head of this new enterprise.

### Smith Returns from Europe

Alvin E. Smith, sales manager of the George Silver Import Co., New York, sole agents in the United States and Canada for Etablissements Roure Bertrand Fils & Justin Dupont, Paris and Grasse, returned on the *Duchess of Richmond* the end of July from a six weeks' combined business and pleasure trip to France.

Upon his arrival in Paris, Mr. Smith was most cordially welcomed by Louis Roure, president of the firm, and Louis Amic, a director, who has made frequent visits to the States and is well known to the firm's customers in this country. One of the most pleasant features of the trip was the opportunity offered to visit in the homes of these officials and to be shown the traditional courtesy for which the French are noted. Mr. Smith also had the opportunity of coming in direct contact with the personnel of Roure Bertrand Fils & Justin Dupont and noticed the continuous activity of the firm which is more than a century old.

During his two weeks' stay in Paris, Mr. Smith spent much of his time at the Justin Dupont laboratory at Argenteuil where this company's well known line of aromatic chemicals is produced, and learned much which should enable him to further the sale of these products in America. While in Paris, he, of course, had the opportunity of discussing with Mr. Roure and Mr. Amic matters of interest concerning the firm's customers in the States.

Upon leaving Paris, he went to Cannes for a week, there to be joined by Louis Amic. Going from there to Grasse daily, they observed the production of the flower essences and the distillation of the natural oils. Especially impressive was the large Roure Bertrand Fils jasmin plantation.

Proceeding to London, where he met the firm's English agent, Mr. Smith sailed from Liverpool to Montreal, Canada, resuming his calls upon his clientele there and in Toronto, where his pleasing and frank personality has won him many friends as it has in this country.

### Colgate-Palmolive-Peet Report

The financial report of Colgate-Palmolive-Peet Co. for the six months ended June 30, made public recently, showed a net profit of \$1,030,711, after interest, depreciation, Federal taxes and after deducting \$1,122,425 non-recurring charge consisting of payments to the company's distributors on stocks of merchandise on hand. This was equivalent, after preferred dividends, to 13 cents a share on 1,985,687 no par common shares, and compares with a net profit of \$4,003,694, equal to \$1.69 a share on 1,999,970 common shares, in the first six months of 1931. Current assets on June 30 were \$39,931,100 and current liabilities \$5,978,238, leaving a net working capital of \$33,952,862. A year ago current assets were \$40,832,395, current liabilities \$6,108,491 and net working capital \$34,723,904.

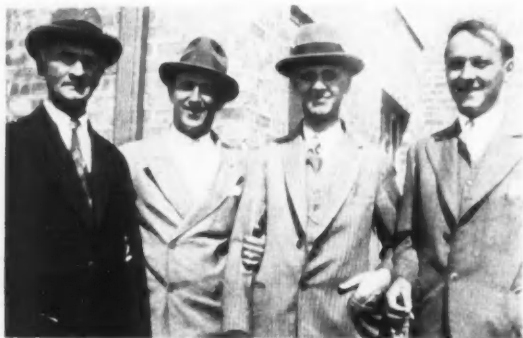
### Seebach on European Trip

Edwin Seebach, general manager of Flora Aromatics Co., Inc., New York, will return August 26 on the *Bremen* from a five weeks visit to Europe. Mr. Seebach sailed on the *Europa* about the middle of July to confer with principals of Chemical Works Flora, at Dubendorf-Zurich, Switzerland.

### Louis Koster in America

Louis Koster, partner of Koster-Keunen, beeswax manufacturers, Aalst, Holland, arrived on the *Bremen* August 11 for a visit to the company's American branch at Sayville, N. Y., where a large beeswax sun blechery was established last Spring. The accompanying photograph shows Mr. Koster with the men in charge of the American branch: his brother Alphons Koster, who is in charge of the blechery; his son George Koster, general manager; and James A. Webster, sales manager. Another brother, Bernard Koster, is associated with the company in Holland.

Mr. Koster was much gratified with the location and equipment of the new blechery and with the progress made. The site in Sayville, Long Island, was selected after a careful study of available locations which



ALPHONS KOSTER, JAMES A. WEBSTER, LOUIS KOSTER AND GEORGE KOSTER

would afford the maximum of sunlight with the minimum of smoke and dust. There are no manufacturing plants within miles of the location and the blechery is located in the open fields on the outskirts of Sayville. Combined with these advantages is the convenient one of being relatively close to the city of New York, which is readily reached by motor truck or train within an hour.

### La Forge Plans Soap Factory

Plans for the construction and operation of a soap factory at Webster City, Ia., have been announced by the John T. La Forge Co., which has rendering plants in Boone and Iowa Falls as well as in Webster City. The plant, according to present plans, will specialize in the manufacture of laundry soaps, soap chips and liquid soap, and will employ from 60 to 65 men when operating at capacity. Construction is expected to be started within two months.

### Stokes Machine Co. Vacation Closing

The F. J. Stokes Machine Co., Philadelphia, was closed during the week of August 13 to enable all of the employees to have a vacation with pay simultaneously.

### Irwin Now a Dejonge Manager

Stephen W. Irwin has been appointed manager of sales of the Fitchburg division of Louis Dejonge & Co., paper manufacturers, New York.

### Sudbury Absorbs J. P. Meyer & Co.

Sudbury Manufacturing Co., Inc., 209 Washington street, Mount Vernon, N. Y., has recently absorbed the long established firm of J. P. Meyer & Co., Inc., of Mt. Vernon, N. Y., including the manufacturing plant and entire personnel for the purpose of expanding on a large scale a business to manufacture and deal in essential oils, aromatic chemicals, flavoring compounds and imported perfumery glassware.

All of the officers of J. P. Meyer & Co., Inc., are in control of the Sudbury Manufacturing Co., Inc. Joseph Sudbeaz, the president, has been since 1916 a prominent figure in the drug and chemical field and undoubtedly his numerous business friends will be very happy to patronize his firm.

George H. Gasteyer, formerly of Morana, Inc., and Belgian Trading Co., is now associated with the Sudbury Manufacturing Co., Inc., in the capacity of associated sales manager and chemist. Mr. Gasteyer has many customers in the southern and eastern states and is well posted on the needs of the perfumery and allied trades.

C. F. Humburg, who has a host of friends in the trade made during the many years he was associated with Lehn & Fink, New York, The H. K. Mulford Co., Philadelphia, and Eimer & Amend, New York, and possesses an excellent knowledge of drugs, chemicals, pharmaceuticals, essential oils and perfumery glassware, is the buyer and director of sales.

### Purchase Higher Alcohol Patents

The American Hyalsol Corp. has been organized and has purchased the United States and Canadian patents and patent rights of the Deutsche Hydrierwerke A.-G., of Berlin-Charlottenburg, Germany, and of H. Th. Bohme A.-G., of Chemnitz, Germany, relating to the manufacture and sale of higher alcohols and their sulfonation products. These products find their chief application in soap manufacture, and are said to represent an important new advance in this old industry. The purchase was made from the Chemicalien Handel A.-G., of Zurich, Switzerland, owners of the United States patent rights.

Licenses for the manufacture, use and sale of the higher alcohols and sulfonated products thereof, which have been heretofore sold in this country by the National Aniline & Chemical Co. under the trade names, "Gardinol" and "Avirol," have also been granted to the Procter & Gamble Co., E. I. Du Pont de Nemours & Co., Inc., and the Gardinol Corp. Dr. L. H. Marks is president of the American Hyalsol Corp., and Nelson Littell, secretary and treasurer.

### Zittel Returns from Vacation

H. J. Zittel, sales manager of the coated paper division of Louis Dejonge & Co., has returned from his vacation which he enjoyed largely in the out-of-doors, motoring to places of interest in Long Island, New Jersey and Westchester county, N. Y. On his return, William H. Meeker, advertising manager of the Staten Island division, left for a similar vacation which will be interspersed with boating and other sports, such as handball, in which Mr. Meeker is an adept.

## Chicago News

**A**BOUT 40 members of the Chicago Perfumery, Soap and Extract Association and the Chicago Drug and Chemical Association declared a holiday August 9 and attended the fourth tournament of their Joint Golf Auxiliary which was held at the Itasca Country Club. Darkened clouds and a drizzling rain greeted the early arrivals, who ventured forth for the morning practice, but this was more than offset by the enticing luncheon and special refreshments served on the veranda of the clubhouse. The official tee off was at 1:30 p.m., and the members soon discovered that the long treacherous fairways, large greens and numerous creeks winding throughout the layout made this a difficult course to negotiate in par. After a valiant fight with the countless bunkers and traps, the scores of the prize winners looked as follows:

### *Class A*

H. Larson, Hazel-Atlas Glass Co., 82-8-74.  
A. C. Drury, A. C. Drury & Co., 84-7-77.  
J. Wilhelm, Geo. Lueders & Co., 84-7-77.  
Walter Jelly, Walter H. Jelly & Co., 88-11-77.

### *Class B*

P. W. Shannon, Harriet Hubbard Ayer, Inc., 100-25-75.  
A. J. Anderson, Richard M. Krause, Inc., 98-22-76.  
H. Lancaster, Marshall Field & Co., 100-24-76.  
H. Hitzeman, H. Hitzeman, 104-27-77.  
H. Elwell, Pennsylvania Oil Co., 99-21-78.

### *Class C*

Frank Robinson, Monsanto Chemical Works, 120-33-87.  
M. V. Pennal, Monsanto Chemical Works, 124-35-89.  
Joe DeLorme, Riviera Products Co., 150-48-102.

### *Guests*

B. Kisselberg, 91-20-71.  
Ray Morris, 95-22-73.  
H. Perrottett, 86-12-74.  
J. E. Pease, 82-7-75.

## Perfumers' First Fall Meeting

The Chicago Perfumery Soap & Extract Association will open its Fall schedule of business meetings with a luncheon meeting at the Hamilton Club on September 7. The schedule includes monthly meetings to be held on the first Wednesday in each month.

## Drug and Chemical Men to Meet

J. W. Brooks, the hard working secretary of the Chicago Drug and Chemical Association, announces that the initial meeting for the Fall season will be held at the Hamilton Club on Thursday, noon, September 29, with regular noon luncheon meetings on the last Thursday of each month.

## Bristol-Myers to Exhibit

Bristol-Myers Co., has engaged over 2,200 square feet of space for a general exhibit in the Century of Progress to be held in Chicago during 1933. It will have a complete operating group of machines, capable of making tin tubes from the block tin to the finished tube, then filling same with their "Ipana" tooth paste.

## & Essential Oil Review

## Plans for "Floating Convention"

Plans for the "floating convention" of the National Hairdressers and Cosmetologists Association, to be held during a seven-day cruise on the Great Lakes, September 10 to 16, were presented at a recent meeting of the Chicago and Illinois Hairdressers Association at the Sherman hotel. During the cruise, in which more than 800 members of the association from all over the country will take part, beauty artists will design the styles which are to be the vogue during the Fall and winter of 1932.

## Buslee on Fishing Trip

John Buslee, of Neumann-Buslee & Wolfe, Inc., has deserted Chicago until the middle of September for a vacation in the Northern woods of Wisconsin and Minnesota. John has promised to bring back some brand new fish stories, verified with actual pictures.

## New Extractors for Thompson & Taylor

Thompson & Taylor Co. has placed orders for three special electric vanilla percolators of the same type machine that was recently designed by the chemist, Mr. Junkerman. These machines finish vanilla extract in less than 25 hours.

## Joyce Back from Vacation

F. E. Joyce, superintendent and buyer for Haskins Brothers & Co., soap manufacturers, Omaha, Neb., is back again at his desk after an enjoyable three weeks' vacation.

## New Marshall Field Beauty Shop

Marshall Field & Co. plan to open an ultra-modern beauty shop in their retail store, the opening to take place early in September.

## Norwich Pharmacal Moves Offices

The Norwich Pharmacal Co. has moved its Chicago branch office and warehouses to the extreme East end of the North Pier Terminal at 589 East Illinois street.

## Armand Chemist in Chicago

Henry W. Miller, chemist for Armand Co., of Des Moines, Ia., was a recent visitor to Chicago.

## Miss Bender Addresses Women's Clubs

Miss Theo. Bender, of St. Louis, who conducted classes in the Charm School, held in connection with the north central regional conference of the National Federation of Business and Professional Women's Clubs, in St. Paul, Minn., stressed the importance of giving proper attention to the complexion.

A new tailored suit, lovely kid gloves and a bright hat do not complete a woman's make-up, Miss Bender told the assemblage. She likened the well-groomed woman to that of a beautiful painting, ruined because of its unbecoming frame. Miss Bender specially stressed the importance of taking care of the hands.

## In Memoriam for Departed Friends

BEISER, EDWARD T., president of Edward T. Beiser Co., Riverside, Conn., August, 1926.

BISCHOFF, MICHAEL, pioneer soap manufacturer, Zanesville, Ohio, August, 1919.

BRAWNER, HARRY O., of Swindell Brothers, Baltimore, August, 1930.

BURNETT, HARRY, treasurer of Joseph Burnett Co., Boston, August, 1927.

EAVENSON, FRANCIS V., of J. Eavenson & Sons, Inc., Camden, N. J., August, 1927.

FRITZSCHE, Herman T., of Fritzsche Brothers, Inc., New York, August, 1906.

HOTCHKISS, CALVIN, president of H. G. Hotchkiss Essential Oil Co., Lyons, N. Y., August, 1925.

JOHNSON, CALEB E., president, Palmolive Co., Milwaukee and Chicago, at Easthampton, L. I., August, 1924.

LYONS, LUCIEN E., vice-president, I. L. Lyons & Co., New Orleans, August, 1929.

OLDS, EDWARD ALLEN, president of Packer Manufacturing Co., New York City, August, 1926.

O'SHAUGHNESSY, PETER, the Rossville Co., Laurenceville, Ind., August, 1926.

PEET, JESSE, soap manufacturer, one of the founders of Peet Bros., Kansas City, Mo., August, 1917.

SCHLIENGER, HUBERT, Bertrand Frères, Grasse, France, August, 1910.

SCHRANCK, HENRY C., president, H. C. Schranck Co., Milwaukee, August, 1927.

SCOTT, WILLIAM, president of the Kiefer-Stewart Drug Co., Indianapolis, Ind., August, 1922.

TUNISON, BURNELL R., vice-president, American Solvents & Chemical Corp., New York, August, 1929.

UNGERER, WILLIAM PHILIP, founder of Ungerer & Co., New York, August, 1907.

ZINKEISEN PAUL E., retired dealer in raw materials, New York, August, 1931.

### R. E. Buckley

Funeral services were held for R. E. Buckley, prominent member of Buckley Brothers Wholesale Grocery Co., Newton, Miss., recently at Dallas, Tex. He was a senior partner in the firm which was the largest business in the Newton section of Mississippi, and a manufacturer of flavoring extracts.

Death came following a heart attack as he and his wife and son were vacationing in Pasadena, Calif. Surviving him are his wife, two sons, two brothers J. E., of Dallas, and M. S., of Newton.

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### Otto A. Besthoff

Otto A. Besthoff, paymaster for Katz & Besthoff, Ltd., operators of nine large drug stores in New Orleans, died early in July. He was a brother of the founder of the firm. The only surviving relative is S. J. Besthoff, Jr., a nephew, secretary-treasurer of the firm. Otto A. Besthoff was connected with the business for many years.

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### Mrs. Mona Lorenz

Mrs. Mona Lorenz, former manufacturer of cosmetics, was found dead in her room at 157 West Fifty-

seventh street, New York, July 16. She was thirty-six years old, and had been ill for a short period. She leaves a daughter, Julia, and her husband, Parker Lorenz, of Des Moines, Ia., from whom she was separated.

## New Equipment and Installations

*Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.*

Stokes & Smith Co., Philadelphia, has placed on the market a new net weight scale and has developed a new use for packaging samples and sachets for its S & S glassine envelope filling and sealing machines. Regarding these machines the company says: "The net weight scale handles from 15 to 20 packages per minute filling any free flowing material from four ounces to two pounds per package. It is especially useful where containers vary in weight. The glassine envelope filling and sealing machines afford a simple means of filling and sealing glassine envelopes accurately and securely without breakage or sifting in various quantities from 1/4 ounce up and at speeds ranging from 15 to 100 per minute."

Full details about the service of these machines may be had by writing to the company at Roosevelt boulevard and Summerdale avenue, Philadelphia, Pa.

## New Raw Materials

*THIS department lists and briefly describes new raw materials placed upon the market by our advertisers. The statements made regarding these products are those of the seller and are not to be regarded as endorsements. Advertisers are invited to send small samples and descriptive matter of products for use in this section.*

Compagnie Parento, Inc., Croton-on-Hudson, N. Y.—*Dhumez Tagette Oil*.—This is a new development of Pierre Dhumez & Co., Vallauris (A. M.), France, and is being supplied through that company's American representative, Compagnie Parento, Inc. The oil is of a distinctly fruity character and is recommended for use in high grade odor combinations, and may also be adapted for flavors. Samples and descriptive matter, together with prices, may be had by applying to the company at Croton-on-Hudson or at 507 Fifth avenue, New York.

## Hormone Cream for Care of Face

According to the data of the producer, this is supposed to contain underskin hormones. According to various publications a content of 1-10 per cent should be sufficient in a soap cream or fat base. A product prepared recently contains furthermore cholesterol and organic acid, and also these substances are added in small quantities. It is dubious as to whether the market is able to take up a new product, but many a user is nevertheless covered for a long time with free tubes. And only the future will tell whether after the advertising tubes have been used up the price will be still invested.—*Lux in Pharm. Ztg., Berlin.*



## Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Avenue, New York.)

### The Perfume Industry

L'INDUSTRIE MODERNE DES PARFUMS, by H. Tatu (from the series "Actualités Scientifiques et Industrielles"). J.-B. Baillière et Fils, 19, rue Haute-feuille, Paris. 168 pages, 26 figures.

This little book is intended to give a general idea of the processes involved in the preparation of raw materials used in perfumery. It makes no attempt to describe, or even to list, all these materials, for, as stated in the preface, there are larger works which fulfill this purpose quite completely, and no attempt is made to compete with them.

The author confines himself, therefore, to a general description of the methods used in the industry, the chemical nature of the materials, and the relation of odor to physical and chemical properties. A few essential oils, namely lavender, lemon, rose and jasmin, and two aromatic chemicals, menthol and vanillin, are treated in detail so as to give concrete examples of the application of the principles set forth. The treatment throughout is in the nature of a discussion rather than a mere description, and the reader is made to feel the importance of the economic problems involved as well as the technical ones.

In the discussion of raw materials mention is made of the parts of the plant used in preparing the various oils, and of the different methods of extraction. The principles of steam distillation and of extraction with volatile solvents are clearly set forth and logically discussed.

The chapter on chemical constitution takes up in order the hydro-carbons, alcohols, aldehydes, etc., giving in each group one or more examples of benzene derivatives and of terpenic derivatives which are used in perfumery. The author emphasizes these two classes of compounds, considering citronellol, geraniol, etc., as terpenic derivatives with an open chain instead of a closed cycle, and merely mentioning the saturated aliphatic compounds. He attempts to make the chemical relationship of the various groups understandable to the reader with little chemical knowledge. Very little attention is paid to esters in this discussion, much less than their importance in perfumery should warrant. The structural formula of pinene on page 47 is set up in a way that makes its interpretation rather difficult.

In treating the subject of odor, the material nature of odor is emphasized, and the difficulty of comparing two odors. The necessary and sufficient conditions for odor production are given, namely sufficiently high vapor tension, solubility in both aqueous and fatty media, and chemical unsaturation. Several generalizations are made regarding effect of structure on odor, such as the intensifying effect of double bonds and closed cycles, the necessary presence of an osmophoric group, the dependence of nature of odor on the whole molecule, and the effect of differences in relative posi-

tions of substituent groups. In this last connection the author mentions the importance of the 1, 3, 4 grouping in tri-substituted derivatives, but makes the error of saying this combination gives rise to a more pleasing odor than the 1, 2, 4 grouping, whereas in fact the two are the same. He cites thymol and carvacrol as examples. Since the mode of numbering is arbitrary, these can both, of course, be considered 1, 3, 4 compounds. The point he wishes to make is that not only the 1, 3, 4 grouping, but the relative positions of the individual radicals in this grouping, must be considered.

The treatises on the six individual raw materials mentioned above are interesting, a chapter being devoted to each, and each chapter illustrating one or more processes used in the industry. The chapter on menthol discusses the various processes capable of producing menthol economically, and the factors involved in determining which process, if any, will eventually be used. Under vanillin the eugenol and guaiacol processes are discussed quite fully.

On the whole the book should be interesting to anyone not in search of working directions. It does not attempt to give physical constants or details of procedure. The perfumer will not find much new material in it, though the treatment is modern in every respect. Its main value lies in its compactness and its rationality.

DR. PAUL G. I. LAUFFER

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### New Edition of Kingzett

Chemical Encyclopaedia, by C. T. Kingzett, F.I.C., F. C. S., Fifth Edition, Cloth, 1014 Pages, D. van Nostrand Co., New York, 1932. Price \$10.00.

This is a greatly enlarged and revised edition of the familiar Kingzett dictionary. The author has labored unremittingly to keep the book up to date and in good measure has succeeded in this effort although his lack of attention to some of the newer developments in the field of perfume raw materials makes the book of less value to the perfumer and perfume chemist than it might have been. For example, amyl cinnamic aldehyde is mentioned only as a fortifier for natural jasmin essences while ethyl protocatechuic aldehyde (ethyl vanillin) cannot be found at all. Possibly to have included all such materials would have increased the bulk of the work unduly, but it would have improved it from our standpoint.

The arrangement is excellent, and as a general chemical dictionary, especially for the layman, the work seems adequate. It is recommended for merchants, lawyers, and others whose dealings with chemicals are infrequent, but is scarcely suitable for the perfumer.

S. L. M.

### Researches on the Aldehydes IV

Bogert and Powell (*Jour. Am. Ch. Soc.* 53, 2744) reported in detail on the reduction of simple and substituted cinnamic aldehydes and described some new compounds resulting therefrom.

## Circulars, Price Lists, Etc.

**Association of Canadian Perfumers and Manufacturers of Toilet Articles.**—*By-Laws, and Trade Mark Register.*—The Canadian association has just printed two booklets, attractively bound, one containing the by-laws of the organization and the other a list of the trade marks in the toilet preparations industry registered in the Canadian Patent Office. The latter is a complete record of trade marks registered from April 2, 1929, to date, and should prove a valuable reference work to manufacturers. It contains in chronological order a list of the trade mark names, the firms by which they were registered, the firms' addresses, the classification of the products registered and dates on which they were registered.

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**The W. T. Rawleigh Co., Freeport, Ill.**—*Report on the vanilla market.*—The company has issued an elaborate report on the market for vanilla beans, illustrated by photographs of beans and of curing establishments. It recommends that, before buying, manufacturers of extracts should inspect samples very critically and have a thorough understanding of the quality offered. Copies may be had upon application to the principal offices at Freeport, Ill.

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**Phoenix Metal Cap Co., Chicago.**—*The Phoenix Flame.*—The August issue of this house organ is presented in its usual attractive dress with a distinctive seasonal cover, and contains several interesting articles on packaging and design.

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**Louis Dejonge & Co., New York City.**—*Catalog of 1932 Christmas papers.*—The new line of fancy papers styled to service smart Christmas merchandise includes 43 new papers. The popular and traditional American Christmas features, holly, poinsettia and snowflakes, are used to good effect in numerous ways. The papers have waterproof and non-scuffing qualities, and are made especially for box coverings, gift wrappings and Christmas folders. A copy of the catalog may be had by writing to the company at 78 Duane street, New York.



**General Plastics, Inc., North Tonawanda, N. Y.**—*Circular.*—The new "fillable" recently placed on the market by the Lambert Pharmacal Co. and the idea in



back of it are treated in this circular. The container, which is given away empty with a dollar bottle of "Listerine," was designed by Ben Nash, and brings out a new idea in the "re-use" container field. The Lambert company, according to the circular, wished to assure its product a place on the dressing table

and in the traveling bag of smart people, but could not discard the old "Listerine" bottle because it was so well established. Then the idea of offering a beautiful container free was hit upon, and the present "fillable" was designed. It is of ivory-frosted glass, with the name "Listerine," blown in. The closure is of black molded "Durez." The container, a photograph of which is reproduced herewith, was designed to appear more like an antiseptic than a cosmetic.

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**Kimble Glass Co., Vineland, N. J.**—*Booklet on Vials.*—A complete and fully illustrated new booklet on glass vials has just been completed by the Kimble Glass Co., of Vineland, N. J. This important booklet, now on the press, is valuable to every packer of products that can be sold in small glass containers. It shows, in half-tone illustration, various types of automatic machine-made glass vials, presenting their adaptability to all types of caps or closures, in a full range of sizes. "More and more, Kimble automatic machine-made vials are being used by the drug and pharmaceutical industries for increasing the sales appeal of their products and affording a lighter, more compact package. The food industries and many other packers realize the value of these vials for reducing costs in packaging samples.

"A copy of the Kimble vial booklet, which is complete with all prices and specifications, will be forwarded promptly by the company to interested parties."

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**The Chemist and Druggist, London, England.**—*Annual Special Issue, 1932.*—We doff our hat to our British contemporary which despite poor conditions has this year published a fine annual edition with an unusually large volume of advertising. The special issue is generously illustrated, partly in color, and contains a wealth of material on the pharmacal, drug, chemical and allied trades of England. Our heartiest congratulations!

**Anchor Cap & Closure Corp., Long Island City, N. Y.**—*"Do Your Christmas Planning Early."*—This attractively printed circular advises, as its title suggests, the company's clients to prepare now designs, wrappings and containers for their Christmas business. It brings out the idea that this year especially an attractive Christmas package will prove an unusually helpful and effective sales tool, and offers helpful information on "dolling up" standard packages for the holiday season, merchandising the Christmas package, moving stocks on hand and hints for gift containers and unit combinations.

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**Arthur Colton Co., Detroit, Mich.**—*"Colton Tablet Making Machinery."*—This attractive catalog describes in detail the line of tablet making machinery manufactured by the company. It is profusely illustrated with photographs and drawings of various types of this class of equipment and carries complete specifications of the machines. Copies may be had from the company upon request.

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**Closure Service Co., Toledo, Ohio.**—*Circular on Display Board.*—"Everyone who is concerned with the problems of modern package design will be interested in the new display board offered by the Closure Service Co. Recognizing that package designers and those who assist them with their problems find it helpful to have representative samples of caps and such materials close at hand for reference, the company has selected half a dozen "Caseal" caps for permanent display in attractive fashion on a convenient board.



"These caps are of the latest design perfected by the company's engineers. They are made of a metal suitable for lithographing and lend themselves to very attractive decorative treatment. Those shown on the board were specially prepared to show the wide range of color and design to which "Caseal" caps may be adapted.

"The Closure Service Company offers to send the new 'Caseal' sample display board to any interested person upon request. This company also supplies every other standard type of closure in metal or molded materials."

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**Development Board for Glasgow & District, Glasgow, Scotland.**—*Glasgow and Clyde.*—This book, profusely illustrated, describes the advantages of Glasgow as an industrial center and shipping port, portraying the city

as the natural center for manufacture and distribution for home markets and as ideally situated for exporting to all parts of the world.

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**Advertising Research Institute, Madison, Wis.**—*"The Values of Art in Advertising."*—This booklet of 45 8½ by 11 inch pages represents the findings of work done under the Barney Link Research Fellowship of the University of Wisconsin. Its authors, Franz A. Aust and Robert S. Harrison. They did a tremendous amount of work in correlating and estimating the value of pictures and the printed word in various forms of advertising. Space is lacking to even summarize the findings and results which are presented in this booklet. It may be had from the institute at \$1 per copy.

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**Giles Can Co., Chicago.**—*The Candle.*—Interesting articles on "Maintaining Balance in Business" and "The Minority Speaks" feature the August issue of this house organ. It is illustrated with pictures of several of the company's products.

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**Oil, Paint & Drug Reporter, Inc., New York City.**—*Green Book, 1932-1933.*—This directory contains in classified order a list of manufacturers in the chemical, drug, dyestuff, paint, oil, fertilizer and related industries.

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**Neumann-Buslee & Wolfe, Inc., Chicago.**—*Wholesale Price List.*—This is the company's August statement of wholesale prices for essential oils, aromatic chemicals and specialties for the perfume, soap and extract industries.

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**Fritzsche Brothers, Inc., New York City.**—*Wholesale Price List.*—This is the August list of wholesale prices of essential oils, aromatic chemicals, flavors and specialties supplied by the company.

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**Imperial Metal Mfg. Corp., Long Island City, N. Y.**—*Circular.*—This circular describes the new "Unacel" salt cellar and the combination "Pepsal" salt and pepper cellar manufactured by the company.

#### Amendments to British Patents Bill

A number of amendments to the British Patents and Designs Bill have been secured by the Joint Chemical Patents Committee. One of the most important of these amendments relates to User Patents and effectively deals with the abuse of such patents in a manner which restricted or entirely prevented the manufacture in the United Kingdom of non-patented substances. A further amendment extends the remedy in the case of groundless threats of legal proceedings to bring within the scope of the section persons who threaten on the basis not only of an accepted application, but also on provisional specifications or unaccepted complete specifications.

#### Needs Every Issue

*Laboratorios de Guido Horvath*

We certainly would not like to miss your very wonderful publication.

## New Incorporations

Hudnut Sales Co., 113 West Eighteenth street, New York, drugs, \$100,000.

Victory Syrup Corp., Brooklyn, N. Y., syrups and flavors, \$5,000. Horwitz & Falk, 815 Broadway, Brooklyn.

Ramey Corp., New York, cosmetics, 200 shares common stock. Waldman & Waldman, 522 Fifth avenue, New York.

Barbara Adams Service, 1457 Broadway, New York, cosmetics, 100 shares common stock.

Aubry Sisters, 275 West Tremont avenue, New York, cosmetics, \$20,000.

Von Motzer Beauty Products Corp., 545 Fifth avenue, New York, cosmetics, 500 shares common stock.

St. Denis Products Corp., 48 East Twenty-first street, New York, cosmetics, \$20,000.

Charm Laboratories, extracts, spices, 200 shares common stock. M. Winkler, 1440 Broadway, New York.

Northam Warren Sales Co., 191 Hudson street, New York, cosmetics, \$100,000.

Downypuff Corp., 34 West Twenty-seventh street, New York, cosmetics, 100 shares common stock.

Emil's Laboratories, Inc., Wilmington, Del., toilet articles, \$25,000.

Hindu Toilet Luxuries Corp. of America, Wilmington, Del., 2,000 shares common stock.

Commercial Holding Co., Inc., Wilmington, Del., cosmetics, cleaners, oils, washes and medicines, 2,000 shares common stock.

Cosmetics de Vie, \$50,000. F. H. Higgins, Jersey City, N. J.

Wright-Way Co., Battle Creek, Mich., perfumes and soaps, \$3,000.

Mont West Co., 2428 Western avenue, Chicago, syrups and extracts, \$5,000. Incorporators: Jacob and Charlotte R. Gushring and M. L. Schneider.

Penetrating Iodine Corp., Wilmington, Del., drugs and toilet articles, 10,000 shares no par value stock.

Atlantic Laboratories, Inc., Fairlawn, N. J., soaps, perfumes and dental supplies, 1,000 shares common stock.

Elmo Sales Corp., Philadelphia, Pa., perfumes, cosmetics, 1,000 shares common stock.

Ola A. Casnati, New York City, toilet articles, 200 shares common stock. O. B. Schmidt, 42 Broadway, New York.

Yardley & Co., Ltd., Union City, N. J., soaps, perfumes, cosmetics, 200 shares common stock.

Barbara Gould Sales Corp., 35 West Thirty-fourth street, New York, toilet preparations, 500 shares common stock.

Bourjois Sales Corp., 35 West Thirty-fourth street, New York, toilet preparations, 2,000 shares common stock.

Marly Distributors, vegetable oils, etc., 200 shares common stock. B. S. Barron, 10 East Fortieth street, New York.

## Business Troubles

Morris Perla, 2373 Broadway, New York, pharmacist, by Manufacturers Trust Co., for \$1,350; Elizabeth Arden, \$289; Bauer & Black, \$135. The Irving Trust Co. has been appointed receiver.

Colombo Extract Co., Inc., 37 West Twentieth street, New York, drug sundries, by Glass Manufacturers Outlet Co., for \$700; Goodman Press, Inc., \$200; Dipoline Manufacturing Co., Inc., \$150. The Irving Trust Co. has been appointed receiver.

Saul M. Greif, doing business as Westchester Cosmetic Shoppe, 1034 Westchester avenue, New York, by D'Orsay Perfumeries Corp., for \$384; Pinaud, Inc., \$123; Ybry, Inc., \$50. Has assigned to Victor Rosenbaum, 1802 Ocean parkway, and Louis I. Rothenberg, 199 East Ninety-first street, Brooklyn. The Irving Trust Co. has been appointed receiver.

Julius F. Knaul, Syracuse, N. Y., drug store. Liabilities, \$63,822; assets, \$74,000.

Retail Chemists Corp., formerly known as Whelan Drug Co., Inc., 625 Madison avenue, New York, operating a chain of retail drug stores. Liabilities, \$10,000,635, exclusive of merchandise claims of unlisted amount, the payment of which has been assumed by the Whelan Drug Co. of Delaware, Inc.; assets \$5,613,465, main item being stock in affiliated companies, including the Whelan Drug Co. of Delaware, Inc. and the Pennsylvania Drug Co., listed at \$5,426,887. The United Cigar Stores Co. of America is listed as a creditor for \$10,000,000, of which \$8,150,000 represents loans and advances made. A petition has been filed against the Retail Chemist Corp., of Chicago, by the Climax Rubber Co.

Empress Manufacturing Co., Inc., 915 Broadway, New York, cosmetics, by Helfrich Laboratories of New York, Inc., for \$1,000; Kuhne-Libby Co., \$28; and Cameo Die Cutting & Engraving Co., \$355.

General Cosmetics Corp., 220 West 57th street, New York, cosmetics and perfumes, has assigned to Benjamin Miller, 1457 Broadway, New York.

International Flavors Corp., 11 West 25th street, New York, food flavors, has assigned to Dana Clark, 1192 Park avenue, New York.

Your Products Corp., 20 West Twenty-second street, to Louis Werner, 1844 Eighty-first street, Brooklyn. New York, manufacturing toilet articles, has assigned

## Toilet Goods Fourth in Advertising

Toilet goods companies invested \$10,020,000 in newspaper advertising space last year, according to a survey by the American Newspaper Publishers Association. The industry ranked fourth among national advertisers, being surpassed only by the tobacco industry, which spent \$28,730,000; the automobile and truck industry, which spent \$23,665,000, and the food industry, which spent \$20,395,000. Producers of soap and cleansers expended \$2,210,000 in that type of advertising during the year.

## Soft Drink Tax Registry Date Changed

The Bureau of Internal Revenue announced July 28 a change in the tax regulations pertaining to manufacturers of soft drinks which are taxable under the Revenue Act of 1932. The amended regulations extend the time for registering with the collector of internal revenue in their district to August 1. The regulations required originally that registration be made on or before July 1.



# Canadian News and Notes

## Montreal

**T**HE pharmaceutical trade in Montreal has been rather quiet. For one thing many people are on vacation and there have not been enough visitors in the city to do much towards redressing the balance. On St. Catherine West, near the big hotels, it has not been so noticeable, but in the East side of the city in French Montreal pharmaceutical men say the difference has been striking. In the North of Montreal business is reported to have fallen off practically one-half compared with this time last year. The absence of trade has been most pronounced in the last two or three weeks. The rate of exchange on the United States and Canadian dollar is not making matters any easier. One leading house states that owing to the difference of 15 per cent in the dollar it has been obliged to curtail most of its purchases from the United States. "We cannot stock goods at that rate," it was declared. "As these products are not manufactured in Canada we are forced to go without them altogether."

A depreciated pound has not helped even in buying from Great Britain, was a further comment. There are customs duties payable on the full pound, and the Canadian dumping duties passed by order-in-council are being criticized bitterly.

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**The soap action in Montreal has now been settled.** A type of Kosher soap and vegetable oil sold by the Gold Star Products is obviously an imitation of similar products manufactured for a number of years by I. Rockeach & Sons, Inc., declared Justice Walsh, summing up in his finding in the Montreal Superior Court.

He ordered Gold Star Products to cease placing these particular articles on the market, pointing out that the soap in question bore special markings ingrained through the body of the cake indicating that the article was "Kosher" or ritually clean.

The complaint against the vegetable oil was that it was sold in a package bearing the name "Nufat" in imitation of the plaintiff's label of "Nyafat."

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**The fifth time James Goulden, of 2123 Bleury street, Montreal, was held up in his drug store he emulated the Royal Canadian Mounted Police and got his man.** With a toy pistol which he believed to be the genuine article, pressed against his chest, he held the bandit in conversation long enough for his errand boy to dash out of the shop and tell a policeman what was happening in the store. The hold-up man got 10 years.

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**The Montreal Branch of the Ontario Beauty Supply Co., Ltd., Hamilton, Ont., has been enlarged by the taking of more space in the Medico-Dental building.** The company opened this branch only two years ago, under the direction of T. H. Dare. A new traveller has been appointed also, making three on the road now in Quebec Province, and another branch has been opened at Quebec City under the direction of Turgeon & Daigle.

## Toronto

**W**ITH the Canadian Pharmaceutical Association this year celebrating its twenty-fifth anniversary and the American Pharmaceutical Association its eightieth, concurrent conventions of these two organizations, together with the annual meeting of the Ontario Retail Druggists Association, a huge joint meeting of these three organizations is being held in Toronto from August 22 to 27. The American Association of Colleges of Pharmacy will be held at the same time. The Royal York hotel will be headquarters. About 1,500 delegates are expected from the United States, while the Canadian registration will approximate 1,000. Representation will also be present from England, Australia, New Zealand, South Africa and India. The American association held its first meeting in Canada in 1877, on the occasion of its twenty-fifth anniversary. The meeting place was Toronto. In 1896 the association met in Montreal.

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**The first British-Empire dental convention was held in Toronto during the week of August 8, when the joint convention of the British, Canadian and Ontario Dental associations met in the Royal York hotel.** Delegates were present from all parts of the Empire. A number of medical as well as dental experts were there from all parts of the world.

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**Saskatchewan Retail Druggists Association in convention last month voted in favor of an overriding association for Western Canada, composed of the four western provinces.**

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**George P. Watt, for 50 years connected with the Lyman Brothers Co., in Toronto and Montreal, latterly as secretary-treasurer and director, but of late retired, died at his home in Montreal recently at the age of 73.**

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**The crowding of the drug trade in Canada, and particularly in Ontario, is causing some concern among those engaged in the profession. One proposition to remedy this is to demand senior matriculation and a three-year course in pharmacy of all future entrants.**

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**H. J. Fuller, assistant professor of pharmacy in charge of business administration at the Connecticut College of Pharmacy, New Haven, is taking a summer course at Toronto University.**

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**W. E. Corlett, vice-president of Tamblin's, Ltd., is back in Canada after a holiday spent in England.**

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**The Borex & Chemical Co., Vancouver, B. C., has announced its withdrawal from business.**

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**Ralph W. Barton, sales manager of Sterling Products, Ltd., Windsor, Ont., is at present on an inspection trip through Western Canada.**

A recent visitor to Toronto was Columbus D. Behan, Chicago, who is directing the lake cruising convention and trade show for the National Hairdressers and Cosmetologists Association. The Canadian *S. S. Noronic* has been engaged for the trip, which will sail from Detroit on September 10 and arrive in Toronto on Sept. 12. Rochester, Buffalo, Erie and Cleveland will be visited. One hundred exhibitors have taken space on the boat, and demonstrations will be held at every port of call.

\* \* \* \*

Because of the high price of alcohol, Canadian retail druggists have for some time been hampered in their efforts at manufacturing their own preparations, the cost of matured spirits—the only kind they have been permitted to use—having been almost prohibitive. At the last session of the Dominion Parliament, however, an amendment to the Excise Act was secured permitting the use of unmatured alcohol for manufacturing purposes and the compounding of prescriptions. Licenses for this permission must be secured from the Minister of National Revenue, the fee being \$2. A bond of \$1,000 must also be furnished. Ten gallons is the minimum quantity to be purchased, and the druggist's registered number must be on each order, with date and other information. Excise duty to be paid is at the rate of \$2.40 to \$2.43 per proof gallon. One of the manufacturers is now advertising unmatured alcohol in ten gallon containers at \$6.25, including tax and cost of container.

\* \* \* \*

Owing to the excessively high tariff put into force against imported goods a Canadian Importers' Association has been formed. An organization meeting was held recently in the King Edward hotel, Toronto. Among those at the subsequent executive meeting was Duncan Longmire, of the National Drug and Chemical Co.

\* \* \* \*

Armand, Ltd., St. Thomas, Ont., is willing to suffer a penalty of \$6,500 if manufacturing operations are not begun 60 days after an agreement with East Windsor, Ont., council, the council making concessions to that firm to assist in locating the new factory there.

\* \* \* \*

Albert Bellefontaine, head of Parfumerie Bellefontaine, Montreal, was in Toronto recently, and announced the closing of his Toronto branch. Recently he purchased a woodworking plant in Montreal and will specialize in woodwork suitable for use in beauty and perfume shops.

\* \* \* \*

Dr. John W. S. McCullough, chief inspector of health for the Province of Ontario, in a recent address on "War Against Cancer," said that women who take care of their complexions, keeping the pores of their skin clean, are less liable to cancer of the face than those who take no care.

\* \* \* \*

A recent by-law regulating barber shops has been passed in Calgary, Alta., and this has set barbers busy in Ontario to try to organize and have similar legislation enacted here.

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

### PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARK REGISTRATIONS

"Hostess." Toilet preparations. Siegel, Kahn Co. of Canada, Ltd., Toronto, Ontario.

Representation of a face and hand with the words, "Italian Balm," thereover, surmounted by the word, "Campana's," in italics and underneath the words, "The original skin softener." Pharmaceutical preparations. Campana Corp., Ltd., Toronto, Ontario.

"Maison Jeurelle." Toilet preparations. Maison Jeurelle, Ltd., Toronto, Ontario.

"Ivoire de Chanel." Toilet preparations. Societe Anonyme les Parfums Chanel, 135-137 avenue de Neuilly-Sur-Seine.

"Peggy Royal." Toilet articles and preparations other than brushes and soap. Siegel, Kahn Co. of Canada, Ltd., Toronto, Ontario.

"4-Square." Toilet articles. United Drug Co., Ltd., Toronto, Ontario.

"Colorinse." Hair treating composition. Nestle-Le Mur Co., a corporation of Ohio, with principal place of business in New York City.

"Nesteen." Hair dyes. Nestle-Le Mur Co., a corporation of Ohio with principal place of business in New York City.

"Perstik." Deodorants. Feminine Products, Inc., New York City.

"La Crelita." Cosmetics. Bennett W. Porter and W. P. Elwell, Vancouver, B. C.

"AA." Soap flakes. Canada Packers, Ltd., Toronto, Ontario.

"Nadco." Color removers, bleaches and toilet articles. North American Dye Corp., Ltd., Toronto, Ontario.

"Canary." Red oil. Procter & Gamble Co., Cincinnati, Ohio.

"Vemo." Deodorants. Johnson & Johnson, Ltd., Montreal, Quebec.

### PATENTS

323,810. Screw top for liquid containers. Howard F. Fincham, Grimshaw, Alberta, Canada.

324,080. Jar and closure. Horace V. Williams, Philadelphia, Pa.

### INDUSTRIAL DESIGNS

Jar or similar article, the dominant features of which are a plurality of facets and substantially triangular facets above said facets. Capstan Glass Co., Connellsville, Pa.

One of the oldest hairdressing and perfume shops in Quebec Province is celebrating its thirtieth birthday this year—the Ross Beauty Shop in St. Catherine street, Westmount, the first shop of its kind in that city and the second on the Island of Montreal. It was founded by W. J. Ross, and is now conducted by his son, Donald B. Ross.

# Patent and Trade Mark Department

Conducted by Howard S. Neiman

**T**HIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Avenue  
New York City

Patents Granted

Consideration of space prevents our publishing

numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,866,576. Loose Powder Container. Howard S. Neiman, Brooklyn, N. Y.

1,866,635. Closure for Containers or Receptacles for Materials in a Liquid or Paste-like State. Carlos Aparicio y Elizalde, Engracia, Madrid, Spain.

1,866,984. Collapsible Tube Closure. Michael R. O'Keefe, Tacoma, Wash.

1,867,167. Cap for Jars and the like. August Mitchell, New York, N. Y., assignor to Scovill Manufacturing Co., Waterbury, Conn., a Corporation of Connecticut.

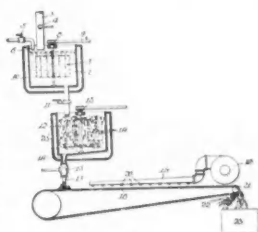
1,867,182. Closure for Collapsible Tubes. Paul Sicault, Paris, France, assignor to Societe Anonyme Etablissements Tissler, Paris, France.

1,867,570. Bottle Closure. Frank J. Kaps, New York, N. Y.

1,868,200. Lip Stick Holder. Benjamin H. Freedman, New York, N. Y., assignor to Hudson Holding Corp., New York, N. Y., a Corporation of Delaware.

1,868,399. Cosmetic Container. Marie K. Slezak, Jamaica, N. Y.

## PATENTS



R 13,542



D 87,401



D 87,342



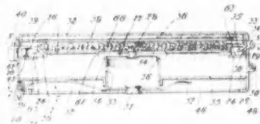
D 87,343



D 87,473



D 87,482



F 1,866,576



F 1,866,635



F 1,866,984



F 1,868,200



F 1,867,570



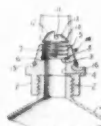
D 87,426



F 1,867,167



F 1,867,182



F 1,868,321



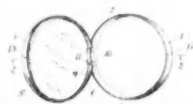
F 1,868,399



F 1,868,909



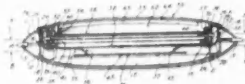
F 1,870,903



F 1,870,946



F 1,869,594



F 1,869,983



F 1,869,808



F 1,870,941

1,868,821. Closure Construction. Jerrold C. Fuller, Chicago, Ill.  
 1,868,838. Shaving Preparation. John McIntyre, Portobello, Scotland.  
 1,868,909. Compact and Vanity Set. Joseph Eugène Baptiste Maillard, Nogent-le-Roy, France.  
 1,869,057. Shaving Aid. Walter C. Gatton, Seattle, Wash.  
 1,869,406. Preparation of New Mouth Washes and Dentifrices. Friedrich Bräunlich, Aussig, A/E, Czechoslovakia, assignor to Society of Chemical Industry in Basle, Basel, Switzerland.  
 1,869,439. Rancidity Retardant. Godfrey Edward Scharff, Stevenston, Scotland, assignor to E. I. du Pont de Nemours & Co., Wilmington, Del., a Corporation of Delaware.  
 1,869,469. Method of Preventing Rancidity in Soaps and Product. Robert E. Divine, Bogota, N. J.  
 1,869,594. Collapsible Tube. James G. Johnston, Attleboro, Mass.  
 1,869,808. Dispensing Tube. William T. Hancock, Long Beach, Calif.  
 1,869,983. Vanity Case. Alfred F. Reilly, Attleboro, Mass., assignor to Evans Case Co., North Attleboro, Mass., a Corporation of Massachusetts.  
 1,870,903. Dispensing Tube. Jean V. Giesler, Knoxville, Tenn., assignor to The Fulton Sylphon Co., Knoxville, Tenn., a Corporation of Delaware.  
 1,870,941. Sheath Crayon Holder. Simon Barendse, Paris, and Louis Garreau, Maisons Laffitte, France.  
 1,870,946. Vanity Case. Eli N. Cutler, Waterbury, Conn., assignor to Scovill Manufacturing Co., Waterbury, Conn., a Corporation of Connecticut.

#### Designs Patented

87,342. Bottle. Raymond Guerlain, New York, N. Y., assignor to Guerlain Perfumery Corp. of Delaware, Wilmington, Del., a Corporation of Delaware.  
 87,343. Glass Container. Albert G. Hamilton, Pittsburgh, Pa., assignor to J. T. & A. Hamilton Co., Pittsburgh, Pa., a Corporation of Pennsylvania.  
 87,401. Bottle. Ferdinand W. Nitardy, Brooklyn, N. Y., assignor to E. R. Squibb & Sons, New York, N. Y., a Corporation of New York.  
 87,426. Bottle. Marshall T. Brekke, Scarsdale, N. Y., assignor to Northam Warren Corp., New York, N. Y., a Corporation of New York.  
 87,478. Flask. Ben Nash, Short Hills, N. J., assignor to Lambert Pharmaceutical Co., Wilmington, Del., a Corporation of Delaware.  
 87,482. Loose Powder Sifter Box. Samuel L. Pomerantz, Brooklyn, N. Y.

#### Reissue

18,546. Process of and Means for Flaking Soap. Bertram W. Coltman, Chicago, Ill. Original No. 1,653,390, dated Dec. 20, 1927, Serial No. 492,214, filed Aug. 15, 1921. Application for reissue filed Aug. 22, 1929. Serial No. 387,752. 27 Claims. (Cl. 87-16.)

#### Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

*These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.*

300,540.—Elizabeth L. Pinkard, Swissvale, Pa. (Sept., 1912.)—Hair gloss and hair restorer.  
 307,255.—California Packing Corp., San Francisco, Calif. (Mar. 18, 1930.)—Flavoring extracts.  
 314,828.—Vince Laboratories, Inc., New York. (Jan. 2, 1927.)—Mouth wash.  
 314,854.—Samuel Miller, Jr., doing business as Miller Products Co., Cheviot, Ohio. (Apr. 25, 1931.)—Flake soap.

315,412.—Henry A. Paul, doing business as Paul's Pharmacy, Inc., Daytona Beach, Fla. (Apr., 1930.)—Skin lotion to prevent sunburn.  
 317,178.—Harry E. Montero, doing business as Tastie Tooth Paste Co., Bloomfield, N. J. (July 17, 1931.)—Toothpaste.  
 317,380.—Mary Gallagher, New York. (Apr. 2, 1931.)—Cream used as tissue builder.  
 317,857.—Smile Stores, Ltd., Hollywood, Calif. (Nov. 1, 1930.)—Toilet preparations.  
 318,197.—Deutsche Gold- & Silber-Scheideanstalt, Frankfurt-on-the-Main, Germany. (Sept. 24, 1930.)—Soaps.  
 318,406.—Mona Leea, Ltd., New York. (May 15, 1931.)—Cosmetic creams to induce perspiration.  
 318,551.—Duradene Co., Inc., Baltimore, Md. (July 1, 1930.)—Hair waving fluids.  
 320,366.—Naamlooze Vennootschap Eau de Cologne Fabrick J. C. Boldoot, Amsterdam, Netherlands. (July 25, 1931.)—Toilet preparations.  
 321,936.—Theodore W. Finch, doing business as T. W. Finch & Co., Rochester, N. Y. (Mar. 4, 1931.)—Vanilla used for food flavoring purposes.  
 322,731.—Bourjois, Inc., New York, N. Y. (Dec. 23, 1931.)—Toilet preparations.  
 323,590.—Phofa Roussos, doing business as Madam Roussos, Richmond, Hill, N. Y. (Nov. 10, 1931.)—Facial creams.  
 324,022.—Viennese Scalp Remedies, Inc., Baltimore, Md. (Oct. 30, 1931.)—Preparation for scalp.  
 324,206.—James Zupanski, Philadelphia, Pa. (June 2, 1931.)—Preparation for treating scalp diseases.  
 324,285.—Glazo Co., Inc., New York. (Jan., 1928.)—Nail polish, enamel and cuticle oil.  
 324,411.—Joseph E. Ward, Long Beach, Calif. (Sept. 15, 1931.)—Toilet preparations.  
 324,658.—Marine Chemicals Co., Ltd., San Francisco, Calif. (Feb., 1932.)—Mouth wash.  
 324,857, 324,916.—Union Oil Co. of California, Los Angeles, Calif. (Mar., 1928.)—Oil emulsifiable soap.  
 324,959.—Gabrielelen Co., Inc., New York. (Dec. 11, 1927.)—Permanent waving lotion.  
 325,233.—Stephen Molchanoff, doing business as Halitest Co., San Diego, Calif. (Feb. 26, 1932.)—Antiseptic mouth wash.  
 325,610.—Worthall Products Co., New York. (Mar. 17, 1932.)—Tonic treatment for hair and scalp.  
 325,807.—Jacques Soesman, doing business as Souplex Co., Brussels, Belgium. (Apr. 1, 1931.)—Mouth wash, dentifrice and toilet and hair preparations.  
 325,844.—Geronimo Andreallo, doing business as Jerome, New York, N. Y. (Apr. 4, 1932.)—Hair and toilet preparations.  
 326,005.—Universal Chemical Corp., Akron, Ohio. (Jan. 26, 1932.)—Shampoo.  
 326,166.—Alice C. Smith, Madison, N. J. (Dec. 1, 1931.)—Hair preparations.  
 326,250.—Jeannot I. Bernitz, doing business as Lu Laboratories, New York. (Jan. 15, 1932.)—Depilatory.  
 326,409.—Yardley & Co., Ltd., London, England. (1890.)—Toilet preparations.  
 326,507.—George L. Kremer, New York. (Oct. 3, 1931.)—Hair waving lotion.  
 326,573, 326,574.—James F. Ballard, Inc., St. Louis, Mo. (Jan. 1, 1932.)—Bath tablet.  
 326,665.—Bloomington Bros., New York. (Apr. 20, 1932.)—Hair shampoos and soaps, antiseptic mouth washes and toilet preparations.  
 326,693.—Shell Chemical Co., San Francisco, Calif. (Sept. 24, 1931.)—Amyl acetate and amyl alcohol.  
 326,839.—Harry Spanier, Brooklyn, N. Y. (Feb. 1, 1931.)—Face powder.  
 326,856.—Harzfeld's, Inc., Kansas City, Mo. (Apr. 1, 1932.)—Perfume.  
 326,895.—Royal Dickinson, Roselle, N. J. (Mar. 18, 1931.)—Skin preparations, powders and rouge.  
 326,946.—Maison Jeurelle, Inc., Jersey City, N. J. (Mar. 16, 1932.)—Toilet preparations.  
 326,978.—Mille Fleurs, Inc., New York. (May 7, 1932.)—Toilet preparations.



# TRADE MARKS

DR. A. DOWD'S  
FOOT  
HEALTH  
M295,851

KLEAN-BRITE  
M296,583



317,178



310,366



325,233

LA PETITE  
326,507

NU-LASH  
326,979



327,054 324,316



327,517

GIBSONS  
M293,852

BRYLCREEM  
M296,391

Gold Bar  
307,255



317,857



324,206

LUSTONE  
325,610

NEOPINE  
326,574

Labraset  
326,665

FOOTSOL  
326,980



327,216

CHICS  
327,552

NUSEP  
327,646

ONICASTOR  
M295,853



300,640



318,197



324,285

JE-RO-JE  
325,844



326,693

JERZEE  
326,989



327,223



327,625

Peggy Sage  
M295,858



314,854

MILK  
DELW  
323,590



324,022

YARDLEY'S  
326,405

ELDEE  
326,005



326,839



327,124

DEBUTANTE  
327,729



M295,872



314,828

Kerol  
318,551



324,688

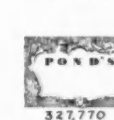
"PEK"  
326,166

Petticoat Lane  
326,856

SUNICE  
326,895

SANI-PUFFS  
327,366

POWDERIZER  
327,378



327,770

ALLAMANDA

ROSE  
GERANIUM

ELIZABETH ARDEN  
M296,587

ELIZABETH ARDEN  
M296,588

Paul's  
COCOTAN  
FOR SUNBURN  
"When it shines it 'COCOTAN'S'"  
315,412



317,580

SPRINGTIME  
IN PARIS  
322,731

UNION  
324,837



321,936

CARRIELEEN  
324,363

LU  
326,250



326,373

Strictly  
Dishonorable  
327,415



327,450

ANULCO  
328,131

326,979.—Mille Fleurs, Inc., New York, N. Y. (Apr. 16, 1931.)—Cream for stimulating growth of eyelashes and eyebrows.

326,980.—Footsol Mfg. Co., New York, N. Y. (May 4, 1932.)—Balm for treatment of feet and foot lotions.

326,989.—Frank C. Reilly, New York, N. Y. (Sept. 10, 1931.)—Hair and toilet preparations.

327,054.—Elwood J. Goodier, doing business as the Goodier Co., Dallas, Tex. (Mar. 14, 1932.)—Hand lotion.

327,124.—Ethel G. Anderson, Chicago, Ill. (Nov. 1, 1930.)—Perfumes and cosmetics.

327,216.—Duart Mfg. Co., Ltd., San Francisco, Calif. (Oct. 1, 1928.)—Hair preparations.

327,223.—Kaufmann Department Stores, Inc., Pittsburgh, Pa. (Feb. 20, 1932.)—Soap, soap chips and soap flakes.

327,366.—Magnum Products, Inc., New York. (Mar. 15, 1931.)—Powder puffs and fabric pads for applying and removing make-up.

327,377, 327,378.—Superior Products Corp., Elizabeth, N. J. (Apr. 12, 1932 and Mar. 15, 1932, respectively.)—Empty base metal vanity cases, compacts and lipstick cases; compacts and empty base metal vanity cases.

327,407.—Parfumerie St. Denis, New York. (Mar. 15, 1932.)—Toilet preparations.

327,415.—Frank C. Reilly, New York. (June 6, 1931.)—Toilet preparations.

327,430.—Four Square Products, Inc., Dover, Del. (Apr. 14, 1932.)—Shaving cream.

327,517.—Louvenia L. Kundtz, doing business as Grozaire Laboratories, Lakewood, Ohio. (Apr. 27, 1932.)—Scalp and hair tonic.

327,552.—Chicopee Mfg. Corp., New Brunswick, N. J. Apr. 15, 1932.)—Articles of special weave for applying and removing cosmetics.

327,625, 327,626.—D C A Drug Stores, Inc., Portland, Ore. (May 15, 1931.)—Face cream and face powder; antiseptic, deodorant and prophylactic.

327,729.—Daggett & Ramsdell, New York, N. Y. (Jan., 1913.)—Toilet preparations.

327,770.—Pond's Extract Co., New York. (May 7, 1932.)—Face powder.

328,038.—Procter & Gamble Co., Cincinnati, Ohio. (Jan. 15, 1932.)—Soap.

328,131.—Leon R. MacKenzie, Des Moines, Ia. (Sept., 1931.)—Soap.

(Continued on Page 345)

# Reports on Markets and Crops

## Floral Crops in Southern France

**G**RASSE, August 7.—There is no doubt that our market since the beginning of the year has shown more favorable trends, which merely call for further development along this favorable course, even though circumstances hardly lend themselves thereto. Orders which are not large, but which have been forthcoming regularly, have given a better direction to trends and have wrought a happy influence upon the critical situation through which our industry has been struggling for many months past. The regularity with which these orders have been forthcoming from customers who purchase from hand to mouth at the present time is confirmed evidence of the fact that stocks on the consuming markets are well-nigh nil. The effect of this is to sustain prices on certain products and to bring about a slight correction on others. In general the situation looms better on the horizon and indicates a tendency towards improvement as a slight resumption of activity becomes manifest in other lines. As we said in our recent reports, customers cannot expect to purchase at lower prices. There is a limit to everything. The limit this time seems to be reached as regards the orange blossom and the rose, while the jasmin in turn will hurdle the last stage and fall into line with the prices on the other flowers.

July did not bring us any summer. The first half of the month was marked by frequent storms, overcast sky and rather cool weather. The lowest temperature reached was 45° to 58°, but we observe only one degree difference with the maximum temperatures of June, the mean temperature having kept to around 72°. The abundance of rains produced an aftermath of growth of the orange tree, which has profited from this slow season and in the mountains has promoted the growth of the lavender. The same thing cannot be said of many other crops, which have been sensitive at this moist time of the year and show considerable backwardness from what is normal.

### Jasmin

As a result of the excessive humidity the end of May, throughout June and beginning of July, the development of the plants has not been able to go on in the normal way. Jasmin which ordinarily blooms towards the 15th of July will not give any blossoms before August 10, and the harvesting will not begin until about that time. Under such circumstances it used to be the custom in Grasse to prolong the crop of the backward season in order to fill the gap caused by the deficiency and this would be done despite the fact that the October flowers frequently washed by the dew and the numerous showers at that season did not at all have the very highly esteemed perfume of the flowers gathered in August.

This year, however, there will be no occasion to fill this gap!

Although at this time no one can say what the crop will be, it may be asserted forthwith that production

*(Continued on Page 345)*

## New York Market Report

**P**RICES on essential oils in the New York market have shown a more or less surprising resistance to further declines during the last month. Business has been somewhat better, although the improvement has not been very great as yet. In addition, stocks of some oils have been allowed to get below normal levels through inability or unwillingness of the dealers to carry heavy inventories. The result has been a steadier situation, although real improvement in quotations has come in very few instances.

The floral products continue dull, with offers at levels which are below anything seen in the market in years. The situation abroad is discouraging, but any real revival in business would alter it materially. Our report on floral crops discloses some interesting facts regarding current crops. Citrus oils remain weak. The fact is that both lemon and orange are oversupplied, with Italy, California and the West Indies contributing to the market and some Spanish material available as well. Prices on both orange and lemon have failed to share in the improved tone and remain at very low levels.

Domestic oils have been steadier. Offers from the country on peppermint and spearmint have not been very large, and while buyers have displayed little interest prices are steady at the levels prevailing last month. Consumers seem to be adequately stocked for the time being. Wormseed and wormwood are unchanged, but both appear steadier. Seed and spice oils are irregular with the tendency to shade prices on firm business still in evidence. Clove appears no firmer than heretofore, but some of the minor oils are in good seasonal demand and have strengthened slightly.

### Synthetics and Derivatives

Little change in prices or actual business but a material improvement in general sentiment is noted in this section of the market. Business has been limited to small lots in the toilet preparations trade. However, the demand for odors for insecticides and for other industrial purposes has shown some expansion, and makers and importers as well are somewhat encouraged over the showing of these trades. The toilet preparations industry has been taking on stock in very small amounts only, although there appears to have been some expansion in the demand.

Natural menthol is cheaper again owing to competition and has now reached levels at which buying for future use is usually considered in order. However, aside from the five large users, little such business has been done. Thymol and chlorthymol are moving well. Musks remain steady at recently prevailing levels. Manufacturers are in control of this situation. Phenyl ethyl alcohol is in moderate demand, but some offers at rather low levels are reported. Higher aldehydes in general are attracting greater attention as their use in perfumery gains. Other products are practically unchanged, although the tendency to shade prices on actual orders is not so much in evidence as it was.

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bitter, per lb.	\$2.20@	\$2.40
S. P. A. ....	2.50@	2.75
Sweet True .....	.40@	.45
Apricot Kernel ....	.27@	.35
Amber, crude .....	.24@	.30
rectified .....	.50@	.60
Ambrette, oz. ....	46.00@	
Amyris balsamifera..	2.20@	2.80
Angelica .....	22.00@	35.00
Anise, U. S. P. ....	.36@	.40
Araucaria .....	1.75@	1.85
Aspic (spike) Spanish	.55@	.65
French .....	.70@	.90
Balsam Peru .....	6.00@	
Balsam, Tolu, per oz.	4.25@	
Basil .....	50.00@	
Bay .....	1.65@	2.00
Bergamot .....	2.05@	2.15
Birch, sweet N. C. ....	1.50@	1.75
Penn. and Conn. ....	2.15@	3.00
Birchtar, crude .....	.15@	
Birchtar, rectified....	.50@	.55
Bois de Rose .....	1.30@	1.95
Cade, U. S. P. ....	.30@	.35
Cajeput .....	.60@	1.10
Calamus .....	3.00@	
Camphor "white" ....	.15@	.20
Sassafras, natural ..	1.15@	1.85
Cananga, Java native	1.50@	1.75
rectified .....	2.00@	2.25
Caraway .....	1.65@	1.75
Cardamom, Ceylon ..	15.00@	27.50
Cascarilla .....	65.00@	
Cassia, 80@85 per cent	.85@	
rectified, U. S. P. ....	1.10@	1.35
Cedar leaf .....	.76@	1.00
Cedar wood .....	.32@	.38
Cedrat .....	4.15@	
Celery .....	8.00@	8.50
Chamomile .....	3.50@	5.00
Cherry laurel .....	12.00@	
Cinnamon, Ceylon....	8.00@	13.50
Cinnamon, Leaf .....	2.25@	
Citronella, Ceylon ...	.35@	.41
Java .....	.53@	.60
Cloves Zanzibar .....	.95@	1.10
Cognac .....	22.00@	28.00
Copaiba .....	.63@	.70
Coriander .....	4.40@	4.75
Croton .....	2.65@	3.00
Cubebs .....	2.70@	3.00
Cumin .....	7.25@	7.75
Curacao peels .....	5.25@	
Curcuma .....	3.00@	
Cypress .....	4.35@	4.75
Dillseed .....	3.15@	3.40
Elemi .....	1.45@	
Erigeron .....	1.30@	1.60
Estragon .....	38.00@	
Eucalyptus .....	.32@	.36
Fennel, Sweet .....	1.15@	1.30
Galbanum .....	26.00@	
Galangal .....	24.00@	
Geranium, Rose,		
Algerian .....	4.75@	5.00
Bourbon .....	4.75@	4.85
Spanish .....	16.00@	
Turkish .....	2.15@	2.45
Ginger .....	4.00@	4.20
Gingergrass .....	3.00@	3.15
Grape Fruit .....	3.40@	3.70

Guaiac (Wood) .....	2.85@	
Hemlock .....	.90@	1.00
Hops .....	10.00@	14.00
Horsemint .....	4.25@	
Hyssop .....	24.00@	
Juniper Berries .....	1.40@	1.65
Juniper Wood .....	.60@	.62
Laurel .....	15.00@	
Lavender, English....	32.00@	
French .....	1.85@	3.50
Lemon, Italian .....	.95@	1.35
Calif. ....	.95@	1.05
Lemongrass .....	.46@	.55
Limes, distilled .....	6.25@	8.50
expressed .....	11.25@	13.00
Linaloe .....	1.70@	2.00
Lovage .....	27.50@	
Mace, distilled .....	1.10@	1.20
Mandarin .....	4.75@	7.50
Marjoram .....	6.25@	
Melissa .....	5.00@	
Mirbane .....	.15@	
Mustard, genuine....	9.25@	11.50
artificial .....	1.60@	1.85
Myrrh .....	10.00@	
Myrtle .....	4.00@	
Neroli, Bigarade, pure	90.00@	150.00
Petale, extra .....	120.00@	175.00
Niaouli .....	3.45@	
Nutmeg .....	1.20@	1.40
Olibanum .....	6.50@	
Orange, bitter .....	2.20@	3.00
sweet, W. Indian....	1.65@	2.15
Italian .....	1.75@	2.20
Spanish .....	2.65@	2.75
Calif. exp. ....	1.90@	2.05
dist. ....	.90@	1.00
Origanum, Spanish....	1.45@	
Orris root, con. (oz.)	6.25@	8.00
Orris root, abs. (oz.)	70.00@	90.00
Orris Liquid .....	18.00@	25.00
Parsley .....	8.00@	9.25
Patchouli .....	3.70@	4.00
Pennyroyal, American	1.85@	2.15
French .....	1.15@	
Pepper, black .....	9.00@	
Peppermint, natural..	1.55@	1.65
redistilled .....	1.75@	1.95
Petitgrain .....	1.10@	1.45
French .....	2.10@	2.60
Pimento .....	1.60@	2.00
Pine cones .....	3.00@	
Pine needle, Siberia..	.64@	.70
Pinus Sylvestris ....	2.00@	2.15
Pumilionis .....	2.20@	
Rhodium, imitation..	2.00@	4.50
Rose, Bulgaria. (oz.)	6.00@	20.00
Rosemary, French ....	.41@	.49
Spanish .....	.32@	.38
Rue .....	3.15@	
Sage .....	3.00@	
Sage, Clary .....	22.00@	37.50
Sandalwood, East In-		
dia .....	7.50@	8.00
Australia .....	5.90@	6.60
Sassafras, natural ..	1.15@	1.85
artificial .....	.29@	.34
Savin, French .....	2.20@	2.55
Spearmint .....	1.05@	1.50
Snake Root .....	9.25@	11.00
Spruce .....	.90@	1.00
Styrax .....	12.00@	
Tansy .....	2.30@	2.60

Thuja .....	1.75@	
Thyme, red .....	.60@	.70
White .....	.80@	1.15
Valerian .....	8.00@	10.00
Verbena .....	3.75@	7.00
Vetivert, Bourbon ...	4.75@	6.00
Java .....	10.00@	25.00
East Indian .....	30.00@	
Wine, heavy .....	1.80@	2.00
Wintergreen, Southern	4.00@	
Penn. & Conn. ....	7.75@	8.50
Wormseed .....	1.70@	2.00
Wormwood .....	3.40@	3.75
Ylang-Ylang, Manila.	25.00@	32.00
Bourbon .....	5.25@	9.00

## TERPENELESS OILS

Bay .....	5.25@	5.75
Bergamot .....	8.00@	10.00
Clove .....	4.00@	5.00
Coriander .....	20.00@	
Geranium .....	8.00@	12.50
Lavender .....	5.50@	8.00
Lemon .....	6.75@	14.50
Lime, Ex. ....	65.00@	
Orange, Sweet .....	78.00@	90.00
bitter .....	90.00@	115.00
Petitgrain .....	5.00@	6.00
Rosemary .....	2.50@	3.75
Sage, Clary .....	90.00@	
Vetivert, Java .....	35.00@	
Ylang-Ylang .....	28.00@	35.00

## OLEO-RESINS

Benzoin .....	2.50@	5.00
Capsicum, U. S. P.		
VIII .....	2.65@	3.00
Alcoholic .....	3.00@	
Cubeb .....	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic .....	3.25@	4.60
Malefern .....	1.45@	1.60
Oak Moss .....	6.00@	15.00
Olibanum .....	3.25@	
Orris .....	17.00@	28.00
Patchouli .....	16.50@	18.00
Pepper, black .....	4.00@	4.60
Sandalwood .....	16.00@	
Vanilla .....	6.75@	8.75

## DERIVATIVES AND

### CHEMICALS

Acetaldehyde 50% ...	2.00@	
Acetophenone .....	3.15@	3.50
Acetyl Iso-eugenol ...	9.00@	
Alcohol C 8 .....	20.00@	40.00
C 9 .....	40.00@	70.00
C 10 .....	30.00@	50.00
C 11 .....	35.00@	60.00
C 12 .....	25.00@	50.00
Aldehyde C 8 .....	50.00@	
C 9 .....	70.00@	125.00
C 10 .....	50.00@	82.00
C 11 .....	40.00@	75.00
C 12 .....	75.00@	105.00
C 14 (so-called)....	15.00@	35.00
C 16 (so-called)....	29.00@	40.00
Amyl Acetate .....	.85@	1.00
Amyl Butyrate .....	1.40@	1.75
Amyl Cinnamate ....	2.50@	
Amyl Cinnamic Alde-		
hyde .....	4.25@	6.00
Amyl Formate .....	1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate..	2.50@	3.00	Beeswax, white	.40@	.45
Amyl Salicylate	1.15@	1.45	Methyl Benzoate	1.85@	2.25	Yellow	.22@	.30
Amyl Valerate	2.50@	3.00	Methyl Cinnamate	3.00@		Bismuth sub-nitrate..	1.10@	1.35
Anethol	1.20@	2.00	Methyl Eugenol	3.80@	7.50	Boric acid, ton.....	165.00@	175.00
Anisic Aldehyde	3.35@		Methyl Heptenone..	3.75@	6.00	Calamine	.16@	.20
Benzaldehyde, U. S. P.	1.45@		Methyl Heptene Carb.	20.00@	36.00	Calcium, phosphate...	.08@	.08½
F. F. C.	1.55@	1.90	Methyl Iso-eugenol..	8.50@	12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.40@	4.50	Methyl Octine Carb...	24.00@	32.00	Sulfate	.03¾@	.04
Benzylidenacetone	2.50@	4.00	Methyl Paracresol	4.65@	6.00	Camphor	.53@	.65
Benzyl Acetate	.70@	.85	Methyl Phenylacetate	4.65@	6.00	Cardamon seed	.65@	
Benzyl Alcohol	1.05@	2.00	Methyl Salicylate	.42@	.50	Castoreum	17.50@	
Benzyl Benzoate	1.05@	2.00	Musk Ambrette	6.50@	7.50	Chalk, precip.	.03½@	.06½
Benzyl Butyrate	5.50@	6.25	Ketone	7.50@	9.50	Cherry laurel water,		
Benzyl Cinnamate	7.00@	9.00	Xylene	2.50@	3.00	gal.	1.25@	
Benzyl Formate	3.35@	3.60	Nerolin (ethyl ester)..	1.50@	1.75	Citric acid	.35@	.40
Benzyl Iso-eugenol...	18.00@	27.00	Nonyl Acetate	48.00@		Civet, ounce	3.75@	4.50
Benzyl Propionate...	2.00@	5.50	Octyl Acetate	32.00@		Cocoa butter	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate	5.25@	6.00	Clay, colloidal	.03@	.03½
Bornyl Acetate	1.75@	8.00	Paracresol Methyl			Formaldehyde	.06½@	
Bromstyrol	4.00@	5.00	Ether	7.00@	8.00	Fuller's Earth, ton...	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl			Formic acid	.12@	.16
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Fatty Acids (See Soap Sec.)		
Butyraldehyde	12.00@		Phenylacetaldehyde			Guarana	1.15@	2.00
Carvene	1.15@		50%	5.00@	7.00	Gum Arabic, white...	.20@	.22
Carvol	3.75@	4.25	100%	8.50@	10.50	amber	.09½@	.12
Cinnamic Acid	4.00@		Phenylacetic Acid	3.00@	4.00	Gum Benzoin, Siam..	1.30@	1.50
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Acetate..	8.50@	12.50	Sumatra	.30@	.40
Cinnamic Aldehyde	2.75@	4.25	Phenylethyl Alcohol..	4.25@	4.75	Gum galbanum	1.05@	1.15
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Butyrate.	16.00@	20.00	Gum myrrh	.25@	.40
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Formate..	18.00@		Henna, powd.	.14@	.28
Cinnamyl Formate	13.00@		Phenylethyl Pro-			Hydrogen peroxide...	.05@	.08
Citral C. P.	2.60@	3.00	pionate	18.00@		Kaolin	.06@	.08
Citronellol	2.65@	3.25	Phenylethyl Valerate.	20.00@		Labdanum	3.50@	5.50
Citronellal	2.85@	3.25	Phenylpropyl Acetate	12.00@	14.00	Lanolin, hydrous	.18@	.22
Citronellyl Acetate	4.50@	8.00	Phenylpropyl Alcohol.	9.00@	14.00	anhydrous	.20@	.24
Coumarin	4.00@		Phenylpropyl Alde-			Lavender flowers	.24@	.55
Cuminic Aldehyde	62.00@		hyde	12.00@		Magnesium, Carbonate	.06¾@	.07½
Dibutylphthalate	.30@	.36	Rhodinol	8.00@	20.00	Stearate	.19@	.25
Diethylphthalate	.32@	.37	Safrol	.32@	.36	Sulfate	.02½@	.03
Dimethyl Anthranilate	6.25@	7.00	Santalyl Acetate	22.50@		Musk, ounce	15.00@	25.00
Dimethyl Hydroqui-			Skatol, C. P.... (oz.)	7.00@	10.00	Oils, vegetable (See Soap Sec.)		
none	4.00@	6.00	Styralyl Acetate	20.00@		Olibanum, tears	.13@	.30
Dimethylphthalate	.50@	.60	Styralyl Alcohol	20.00@		siftings	.09@	.14
Diphenylmethane	1.75@	2.45	Terpineol, C. P.	.36@	.40	Orange flower water,		
Diphenyloxide	1.20@		Terpinyl Acetate	.90@	1.15	gal.	1.50@	
Ethyl Acetate	.30@	.50	Thymene	.35@		Orange flowers	.40@	1.00
Ethyl Anthranilate	5.50@	6.00	Thymol	1.90@	2.75	Orris root, powd....	.20@	.75
Ethyl Benzoate	1.45@		Vanillin (clove oil)..	5.15@	6.00	Paraffin	.03½@	.05
Ethyl Butyrate	1.25@		(guaiacol)	4.65@	5.25	Patchouli leaves	.16@	.75
Ethyl Cinnamate	4.00@		Vetiveryl Acetate	21.00@	25.00	Petrolatum, white	.06½@	.10½
Ethyl Formate	1.00@	1.25	Violet Ketone Alpha..	5.00@	10.00	Phenol	.16@	.20
Ethyl Propionate	1.40@	2.50	Beta	5.50@	8.00	Potassium, carbonate.	.13@	.16
Ethyl Salicylate	1.15@	2.50	Methyl	5.25@	8.00	Hydroxide (See Soap Sec.)		
Ethyl Vanillin	15.00@	20.00	Yara Yara (methyl			Quince seed	1.75@	2.00
Eucalyptol	.75@	1.00	ester)	1.50@	1.75	Reseda flowers	1.50@	1.65
Eugenol	3.10@	4.00				Rhubarb root, powd..	.28@	.50
Geraniol, dom	2.00@	6.00				Rice starch	.12@	.15
Geranyl Acetate	2.90@	4.00				Rose leaves, red	.55@	.85
Geranyl Butyrate	5.00@	10.00				pale	.40@	.50
Geranyl Formate	4.25@	10.00				Rose water, gal.	1.25@	
Heliotropin, dom.	2.10@	2.40				Salicylic acid	.40@	.45
foreign	2.50@					Sandalwood, chips	.45@	.50
Hydratropic Aldehyde	25.00@	27.50				Saponin	1.75@	
Hydroxycitronellal	3.60@	10.00				Soap, neutral white.	.19@	.23
Indol, C. P. .... (oz.)	2.65@	5.00				Sodium, Carb. crys...	.01¾@	.02¼
Iso-borneol	2.30@					Phosphate, tri-basic.	.03½@	.04
Iso-butyl Acetate	2.65@					Spermacetti	.22@	.25
Iso-butyl Benzoate	2.75@	3.25				Styrax	.40@	3.35
Iso-butyl Salicylate..	3.00@	6.00				Sulfur, precip.	.17@	.20
Iso-eugenol	4.00@	4.50				Tartaric acid	.27@	.30
Iso-safrol	1.75@					Titanium oxide	.22@	.25
Linalool	2.15@	3.00				Tragacanth, No. 1...	1.20@	1.50
Linalyl Acetate 90%	2.50@	2.75				Triethanolamine	.45@	.50
Linalyl Benzoate	10.50@					Venice turpentine, gal.	.30@	
Linalyl Formate	10.00@	12.00				Vetivert root	.30@	
Menthhol, Japan	2.50@	3.05				Violet flowers	.95@	1.15
Synthetic	2.50@	3.00				Zinc, Peroxide	.18@	.21
Methyl Acetophenone	3.00@	3.50				Oxide	.13½@	.15
						Stearate	.21@	.28



## Floral Crops in Southern France

(Continued from Page 342)

will without any trouble satisfy all requirements, which are considerably curtailed on account of the stagnation in business. The various perfumery houses do not seem to be very anxious to obtain the flowers. These will be used rather for the purpose of "refreshing" the products of the previous crops, stocks on which are still large and from the outset it must be considered that the flowers will be bought at a low price, a price doubtless that will be lower than that which prevailed last year. The fixing of the price at between 2.50 and 3.50 frs. a kilo is spoken of, but will this price enable the owners to find the necessary laborers for the harvest? Taking the price of 3.50 as a basis and assuming that 1.50 frs. will be offered to the women harvesters, the daily wage of these workers, provided that they are very skilful, would turn out to be 7.50 frs. (less than 30c)! The prospect of such a wage will not facilitate the enlistment of this class of specialized help, and with the exception of the small plantations where all the members of the family are able to assist in the harvesting, the large plantations will have difficulty in securing help for this work.

Will harvesting be done at this price? An inquiry made at a large producing center would lead one to assume that the owners are firmly decided to leave the crop standing. These low prices that have prevailed for two years no longer permit expenses to be covered and are more and more causing the abandonment of these plantations, a large number of which are already in a lamentable state. It was estimated that the aggregate of these plantations occupied 500 hectares in the region of Grasse, assuring a production that has reached the figure of 1,800,000 kilos. It would be interesting to know what is the extent at present of these plantations, many of which have been either abandoned or replaced by other crops.

Last year the drop was already large, since only 800,000 kilos were collected. What will the size of the crop be this year? Shall we attain 500,000 kilos, which would be more than enough to embarrass the Grasse industrialists?

One thing is certain in respect to the *jasmin* products. Should the demand in the course of the next few years become steady and be of any size, we shall find ourselves facing a very deficient production and an inevitable rise in the prices. It takes a long time to set up a *jasmin* plantation, which is therefore costly, and it may yield nothing the first year and hardly a quarter crop the second year.

### Prices

As concerns the prices on essential oils and raw materials, there has been a check to the decline on rose oil as a result of the measures taken by the Bulgarian government. The dearth of transactions and the advantage taken of this situation by some intermediaries threatened to bring low prices in their wake.

Much firmness is observed on the lavender on which the attempt is being made to advance on the advent of the crop season. A rise to the tune of 5 francs a kilo is already noticed on the good grades, but we do not believe that the attempt will go beyond that,

particularly since the crop looms up as a very nice one, the lavender plants not having suffered from the drought. However, it is to be feared that the yield of oil may be poor if the weather remains cool, since the flower clusters are not coming to full ripeness. The decline in *jasmin* concrete has exceeded the drop in the flower and we are again seeing the prices of 1917-18. As to *neroli* oil, offers are being made at all prices, but the demand is very steady.

### German Chemical Developments

The I. G. Farbenindustrie, A. G., reported declines in sales during the first quarter of 1932 as compared with the preceding quarter. It was stated that export sales are becoming more difficult owing to further import restrictions imposed in consuming markets. The sales of dyes and intermediates show a generally satisfactory trend, the slump in the home market and certain European markets being partially offset by orders from other countries. Sales of industrial chemicals were off. In explanation, the I. G. states that customers are buying on a hand-to-mouth basis. Sales of pharmaceuticals have suffered by reason of import restrictions in foreign countries and by the economy program of the domestic sickness-insurance organization. The immediate outlook is unfavorable. Sales of aromatics, photographic materials and rayon have declined.

### Marseille Geranium Rose Oil Imports

The quantities of geranium rose oil imported into Marseille, France, the principal French essential oil entrepot, gained from 2,876 kilos during 1930 to 9,800 kilos in 1931. Of the latter figure, Reunion supplied 5,300 kilos; Algeria, 3,400; British India, 600, and other countries, 500. (Consul C. R. Nasmith, Marseille.)

### Patents and Trade Marks

(Continued from Page 341)

#### Trade Mark Registrations Granted

(Act of March 19, 1920)

These registrations are not subject to opposition:

M295,851.—A. Dowd & Co., St. Louis, Mo. (Mar. 23, 1923. Serial No. 316,195.)—Foot lotions, balm, powder and creams.

M295,852.—Whelan Laboratories, Inc., New York, N. Y. (Nov. 21, 1929. Serial No. 326,440.)—Shaving cream.

M295,853.—Alabama Barber Supply Co., Birmingham, Ala. (Jan. 1, 1931. Serial No. 325,815.)—Permanent wave solution.

M295,858.—Peggy Sage, Inc., New York, N. Y. (1919. Serial No. 321,220.)—Preparations for the hands.

M295,872.—Jacob Sklow and William Mandelbaum, doing business as Or-All Laboratories, Richmond Hill, N. Y.; said Mandelbaum assignor to said Sklow. (June 22, 1929. Serial No. 289,048.) Mouth washes or gargles.

M296,387, M296,388.—Elizabeth Arden, Inc., New York. (Feb. 20, 1931. Serial Nos. 318,931, 318,932.)—Bath salts.

M296,391.—County Chemical Co., Ltd., Birmingham, England. (Jan. 12, 1928. Serial No. 324,282.)—Hair cream.

M296,583.—Palmer Products, Inc., Waukesha, Wis. (Jan., 1931. Serial No. 327,406.)—Soap paste.

# Soap Industry Section

CONDUCTED BY Dr. E.G. THOMSEN

## Preservatives for Toilet Soaps

*Various Products So Used*

IN a recent issue of *The Perfumery & Essential Oil Record*, of London, England, the following were listed as preservatives for toilet soaps:

### *Perfume Anti-oxidants or Stabilizers*

Aniseed oil	Guaiacwood oil
*Anisol	*Isoeugenol
*Benzyl benzoate.	*Isosafrol
Bois de rose femelle oil	Methyl salicylate
*Borneol	Phenylethyl alcohol
*Carvacrol	*Phenylpropyl alcohol
*Citronellol	Patchouli oil
*Coumarin	Petitgrain oil
Cinnamon bark oil	Phellandrene
Citronella oil	Resins
Clove oil	*Safrol
*Cymene	Sandalwood oil
*Eucalyptol	*Thymene
Eucalyptus oil	Thyme oil
Eugenol	Thymol.

### *Chemical Anti-Oxidants That Have Been Applied to Soaps*

*Aldol	Napthol a & b
*Allyl alcohol	Phenol
*Aluminium sulphate	Resorcinol
*Ammonium chloride	*Sodium acetyl salicylate
*Benzylamine	*Sodium aluminate
*Chloral hydrate	Sodium bicarbonate
Diphenylamine	*Sodium benzoate
Diphenyl guanidine	Sodium carbonate
*Formaldehyde	*Sodium citrate
*Glycine	Sodium hydroxide
*Glycerin	Sodium phosphate
Guaiacol	*Sodium silicate
Hexamethyltetramine	*Sodium stannate
*Hydrazine	*Sodium tartrate
*Hydrazobenzene	Sodium thiosulphate
Hydroquinol	Stannous chloride
Hydroquinol mono-methyl ether	*Toluidine o- & p.
*Metaldehyde	*Trioxymethylene
*Mesityl oxide	*Zinc chloride
Napthylamine a & b	Zinc oxide.

\* Compounds which retarded the oxidation of soaps when present in concentrations of from 0.94 to 0.7 per cent.

## Soaps for Modern Photography

*by Paul I. Smith*

MODERN photography, amateur and professional, has great need of efficient special soaps for treating and preventing chemical poisoning and for removing stains from the skins, dishes, etc.

A large number of photographic workers are susceptible to the toxic effects of metol, paramidophenol, amidol and other popular developers which sometimes cause painful sores and prolonged or often recurring irritation. Unfortunately the above chemicals are essential for many developing formulae, especially metol which together with sodium sulphite is employed for straight metol, pyro metol, metol-hydroquinone and several other combinations.

Several ointments are recommended for metol poisoning, and some of them have undoubted beneficial effects. It is, however, obvious that soaps containing the various medicinal agents are needed for washing the skin in the dark room where it is not always convenient to apply ointment. The latter is of a greasy nature and may possibly effect the fine surface of delicate bromide prints or color photographs. The scientific photographer washes his hands as often as a surgeon, and it would be of considerable benefit to use a good detergent soap and yet one endowed with the necessary medicinal and preventive (poisoning) properties.

Ichthyol, zinc oxide, resorcin and boric acid are the best known ingredients of ointments recommended for treating metol poisoning. One popular recipe includes the above agents in the following proportion:

Ichthyol	1 dram.
Boric acid	1 dram.
Zinc oxide	½ dram.
Lanoline	1 dram.

There should be little difficulty in producing good quality soaps containing the desired medicinal agents in desirable proportions without interfering with the detergent properties of the product. Such soaps would find a ready use in the photographic studio, factory or even in the humble amateur dark room where metol and other poisonous chemicals are continually being used.

A good neutral curd soap would be excellent as a base and could be incorporated with the ichthyol and other agents in a small crutcher. The maximum percentage of ichthyol would be a desirable addition, but the actual amount added would, of course, depend on

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# Perfumes for Use in Soaps\*

## The Lasting Qualities of Various Perfume Substances on Soaps and Their Effect on Color

by Dr. Paul Jellinek

**B**ERGAMOT: in the packed milled soap the odor remained well-nigh undiminished during the whole time of observation. The unpacked piece still smelled after three weeks, though, to be sure, very weakly. The cold-made pieces of soap retained the odor three months (wrapped) or one week (unwrapped). No discolorations could be observed. Bergamot can therefore be strongly recommended for perfuming soaps. If here and there cases are known in which soaps that were perfumed with bergamot show some spots, this probably is to be ascribed to the fact that metallic salts are found dissolved in this oil, which both at the time it is obtained and at the time it is stored comes in contact with copper or copper-bearing metal (hence also the often very intense green color) as a result of the traces of free acetic acid contained in it, and these metallic salts give rise to the formation of spots in the soap. A distilled oil can never produce spots in the soap.

**Bois de Rose:** See linaloe.

**Cananga:** Hardly any essential oil is treated more and in more varied grades than this one. The best grades are indeed very well adapted to the perfuming of wrapped milled soaps. To be sure, the odor is downright weak and, even in the best soap substances, it diminishes after a few weeks both in fineness and in intensity. In old formulae cananga oil plays a very important part. It was considerably over-estimated and today it can very well be replaced.

**Cassia:** See oil of cinnamon.

**Cedar Wood oil:** Remained well-nigh unaltered during the whole time of observation in the wrapped pieces of soap, milled and cold-made. The unwrapped pieces lost their odor in the main after only one or two weeks. No discolorations were observed. The odor alone is very weak, but it can be aided very well with resins and proper essential oils (sandalwood).

**Java Citronella oil:** Milled soap, open: the odor soon diminishes considerably in strength, but it is still distinctly present after two months. The wrapped piece retained the odor during the whole time of observation in scarcely diminished strength. In the unwrapped, cold-made soap the odor remained quite unaltered for about two weeks, then distinctly lost in freshness and disappeared almost completely after approximately four weeks. The wrapped cold-made piece retained the odor unchanged for practically two months, whereafter a distinct transformation into an acid-resinous note was to be noticed gradually. After another eight weeks this tone was too strong. No dis-

colorations were observed in any of these several cases.

**Ceylon Citronella oil:** The behavior is similar to that of the Java oil, but in all cases a transformation of the odor and the appearance of the acid resin note can be observed. Also the stability or keeping quality of this oil seems somewhat less than that of the Java product.

In all cases in which discoloration or formations of spots were caused in soaps by citronella oils or supposed to have been caused therein, a careful examination revealed that the evil was never ascribable to the essential oil, but showed rather that often low grades of soaps or soaps not carefully enough boiled were per-

fumed with these cheap oils, so that the discolorations could be traced to the soap bodies or substances.

**Lemon oil:** Was observed only in milled soaps. The unwrapped piece after only three days lost the agreeable, fruit-fresh fragrance and took on an acidulous, resinous note, which also disappeared after about ten days. During this time a distinct subsequent fading of the soap was to be observed and the latter was finally considerably "whiter" than the primary soap used. The wrapped piece of soap retained the pleasant fragrance of lemon for a period of about six weeks, whereupon it changed just as in the case of the open or uncovered soap and after ten weeks it was hardly any longer perceptible. Also in the wrapped soap a fading or bleaching effect was perceptible, although it was considerably slighter than in the open soap. No discoloration was observed.

**Eucalyptus:** In both the milled soaps the strong fresh odor of this oil always kept getting weaker but remained unchanged in character for two weeks (in the open soap), or during the whole time of observation (in the wrapped soap). The cold-made pieces smelled just as long, but the character of the odor changed somewhat to its disadvantage. There arose a secondary odor redolent of turpentine. No discoloration was observed. Accordingly, eucalyptus oil can very well be used in soaps and gains more respect as a means for freshening of compositions.

**Pine Needle oil:** Parallel with this oil experiments were conducted also with other conifer oils (silver fir, knee pine, cypress), the results from which were almost the same: in both unwrapped soaps, milled and cold-made, there appeared after only from two to five days a strong secondary odor resembling turpentine, which affected the perfuming very adversely. Still, the intensity of the odor remained practically unchanged after about three weeks, whereafter it diminished gradually, only to disappear almost altogether after about six weeks. The wrapped pieces of soap retained



\* Continued from the July, 1932, issue.

their odor during the whole time of the observation, but after two months also a secondary odor gradually becoming stronger became noticeable just as in the case of the open soaps. No discolorations or formation of spots could be noticed.

*Geranium oil* (Bourbon, African, East Indian): All grades of geranium oils kept excellently in all grades of soaps. The unwrapped pieces retained the odor about 1 month, while in the wrapped grades it improved during the period of storage and retained its intensity during the whole time of observation. There was no discoloration.

*Guaiac Wood oil*: In all grades of soap, wrapped and open, this weak odor was to be noticed during the whole time of observation. In both the unwrapped pieces of soap a very delicate yellow hue was observed. Of interest here was the observation that an addition of perfume of  $\frac{1}{4}\%$  to the soap brought a distinctly invariable odor effect. An increased addition—observations were made up to 3% perfuming—did not bring any increased fragrance effect to an equal extent. The odor of the soap did not go beyond a delicate fragrance, so that between a perfuming of 1% and a perfuming of 3% hardly any difference could be found. Accordingly guaiac wood oil is an excellent fixative that can be used for all soaps, but can hardly be used itself as carrier of the odor. An addition of more than  $\frac{1}{4}\%$  (figured to the mass of soap) is to be regarded as purposeless.

*Caraway oil*: Both unwrapped soaps after only 1 week lost a great part of their odor strength without any change, however, in the character of the odor. Nevertheless, in both pieces the caraway odor was still perceptible distinctly even after three months. The wrapped pieces of soap retained the odor during the whole time of the observation. There was no discoloration observable. Accordingly, this oil is very well adapted to perfuming of soaps and should gain greater consideration as a shading material in different compositions (Fougère, lavender, bird's-eye, etc.)

*Camphor oil*: Could no longer be removed from the unwrapped pieces of soap after only three days. The wrapped soaps lost gradually in strength of odor, but nevertheless an odor could still be noticed after a year. No discoloration in any case.

*Lavender oil*: Was observed only in milled soaps, since preliminary researches in cold-made pieces of soap afforded only entirely divergent and not readily apparent results.

The odor kept for three months in the unwrapped piece of soap, though with a steady decrease in strength. The odor of the wrapped piece remained well-nigh unchanged during the whole time of the observation. It was of interest that in no case—there were four parallel experiments conducted with different but first-class qualities of oils—could any formation of spots be observed. Nevertheless, it is generally known that lavender oil is oftentimes the cause of the formation of spots in the soap. This in my opinion is to be accounted for only in the following way: in all distilled lavender oils there are traces of free acetic acid (and also other low fatty acids). These alone in some cases can produce a formation of spots for the

very reason that they become the cause of rancidity by way of formation of free fatty acids in the soap.

In most instances, however, the trouble is that the free acetic acid—the other acids in practice are altogether present in too small a quantity and therefore hardly play any part—dissolves metal from the storage tanks or receptacles, transportation vessels or perhaps even the mill, press, etc., and the metallic salts (acetates) dissolved colloiddally in the oil are the cause of the formation of spots. Therefore, in all cases it is a very effective means—at least an absolutely harmless one—to neutralize lavender oils prior to use by agitating with some drops of a strong ammonia solution. Often it will be conducive in such connection to a distinct coloration of the oil (blue green) or subsequent darkening of the oil colored as it is, which is proof that metal salts are present. In this event the oil must be filtered bright after a certain length of storage (about 24 hours), since it eliminates gradually strongly colored spots. There has as yet been no proof forthcoming as to whether this procedure, regarding the excellent effect of which my colleagues have informed me, produces results in all cases. Observations in this field are of great interest to all perfumers and they should therefore be published to the greatest extent feasible.

*Lemongrass oil*: The unwrapped milled piece of soap took on an unpleasant resinous acid odor after only three days. The wrapped piece retained the unchanged odor about three months, only to change thereafter. In the cold-stirred pieces the unchanged odor remained for 1 day in the unwrapped piece and four weeks in the wrapped piece. All pieces of soap showed slight yellowish discoloring and the unwrapped pieces also isolated brownish spots.

*Linaloe oil*: The unwrapped pieces retained the odor for approximately three weeks, while the wrapped pieces smelled during the whole time of the observation. There was no discoloration in any case.

*Clove oil*: In the wrapped pieces of soap distinct discoloration showed after only 24 hours in grey brown; the pieces during further storage became more and more strongly colored, until they had a dark brown color tone. The wrapped pieces, which had first taken on a slight gray-yellow color after three days, likewise became dark subsequently, but more slowly. Simultaneously with the discoloration there occurred also a change in odor—this nevertheless much more quickly in the case of the cold-made pieces of soap than in the case of the milled ones—since the soaps took on a dull, unpleasantly sweet odor, which gradually drove out altogether the incipient clove fragrance. The unwrapped pieces of soap were well-nigh odorless after three weeks, but the wrapped pieces retained their odor during the whole time of the observation. Thus clove oil is not, according to its odoriferous principle, eugenol, alkali-proof and should be used in perfuming soaps only in cases where it is extremely necessary, and then an impairment in the quality of the odor and a stronger discoloration of the soaps—even in the case of the use of fixing agents—must absolutely be counted upon.

*Neroli oil*: The genuine oil, which on account of its high cost is used really in only the rarest cases but then surely for the perfuming of milled and wrapped soaps,



keeps very well in these soaps, although it also colors somewhat, on account of its content in natural indol and anthranilic acid methyl esters. Of course, all synthetic oils of the better grade also have coloring properties.

**Patchouli oil:** Absolutely alkali-proof. This oil remained in the two unwrapped pieces of soap just as well as in the wrapped pieces during the whole time of observation, under the latter conditions in undiminished strength. Patchouli belongs to the oils which first "ripen" in the soap, that is to say, first fully develop their odor after a rather long time of storing. A slight discoloration of the soap (delicate yellow) can be traced only to the peculiar color of the oil and does not come into consideration in the slight quantities in which in practice it is added to the soaps (at the most  $\frac{1}{4}\%$  to the soap mass). Patchouli is therefore excellently serviceable for all soaps.

**Petitgrain oil:** In the open milled soap piece this oil retained its fresh odor fully only two days, whereupon it noticeably diminished in strength and freshness and after about two weeks had well-nigh completely vanished. The wrapped milled soap retained its odor for about a half a year quite unaltered, whereafter a noticeable decline in the odor and in its freshness could be observed. Nevertheless, the odor in its major part held out during the whole time of the observation. In the unwrapped cold-made soap the transformation of the odor from fresh into tedious-sweetish was to be observed as soon as 24 hours and after two weeks also this odor had entirely disappeared. The wrapped cold-made piece also gradually changed its character of odor, but never lost its odor entirely. No discoloration was observed.

(To be Concluded)

### Anti-Oxygens in Soaps

Since our note on this subject in the last issue of the "Record," details have been published (B. C. A., 1932, B, 1931) of the further investigation, by K. Ozawa in Japan, of the effects on soap of a large number of antioxidants. Soaps prepared from oleic acid, and from cottonseed, soya bean, and linseed oils have been examined for their keeping qualities when admixed with small quantities of 11 different organic chemical substances, and it is found that the most effective antioxidants, i.e., preservatives, are thymol, phenol, and  $\beta$  and  $\alpha$ -naphthol. In the various researches on oxidation of the oils themselves, it has been found that phenolic bodies such as quinone are the most effective preventives of oxidation, and it is not without significance that these substances which appear to retard oxidation are also strongly bactericidal, thymol having been shown by Martindale to have 25 times the bactericidal efficiency of carbolic acid.—*Perfumery & Essential Oil Record*.

### Moth-Proofing Soaps

B. P. No. 365,233; I. G. Farbenind, A.-G.; Animal fibres, etc., are moth-proofed by impregnation with up to one per cent of a strontium salt, e.g., nitrate and chloride from aqueous solutions, acetate and salicylate from alcoholic solutions, and oleate from benzene solution; these salts being preferred to barium salts since they are non-poisonous.

## Soaps for Modern Photography

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cost and effect on lathering ability of the finished soap.

Cleanliness during all photographic processes has been stressed, but workers owe a large number of their failures to stains resulting from use of dirty dishes or soiled hands. Real cleansing compounds for porcelain, earthenware, enamel and xylonite dishes stained by developers usually consist of powerful oxidizing solutions. These preparations are made by the photographer himself according to his own ideas on the subject. Soap is used for washing the vessels or hands after cleansing so as to remove all traces of chemicals. There is a good market waiting for soaps containing oxidizing agents like perborates or persulphates, etc., together with scouring agents such as kieselguhr and powdered pumice stone. Such soaps are already on the market, but they are not brought to the notice of photographers because they are advertised as scouring soaps for domestic use only.

The author would like to stress the possibilities of soaps for the commercial photographer and amateur worker, and considers that the soap manufacturer would do well to cater to this new market.

### Solubility of Dry-cleaning Soaps

C. L. Bird in (*J. Soc. Dyers and Col.*, 1931, 47, 254-258) states that the solubility at various temperatures of the potassium and sodium soaps of oleic, stearic, and palmitic acids in white spirit in the presence of free fatty acid, methylated spirit (64 O.P.), and water is examined. Potassium soaps are more soluble than sodium soaps, and the oleates are the most suitable for soluble dry-cleaning soaps; solubility decreases in the order potassium oleate, potassium stearate, sodium oleate, potassium palmitate, sodium stearate and sodium palmitate. Sodium stearate and palmitate are definitely unsuitable for use as dry-cleaning soaps since they are almost insoluble and their solutions set to jellies. Water, methylated spirit and free fatty acid assist solubility to an extent increasing in the order named, the efficiency of methylated spirit being due to its water content. When the solvent consists of methylated spirit or free fatty acid the ratio of solute to soap increases rapidly as the soap concentration decreases. The lower fractions of petroleum appear to be better soap solvents than the higher (e. g., white spirit).—*J. Soc. Chem. Ind.*, Vol. 50, No. 46, 1931, p. 1018.

### Sodium Silicate in Soaps

K. Scheringa (*Chem. Weekblad*, 1932 (29), 37).—Fatty acids may be determined in soap containing sodium silicate by dissolving the soap in a large volume of water and acidifying rapidly; if much alkali be present the soap solution should be added gradually to an excess of 4N-acid. For determination of silica the soap is completely carbonized, water added, and the solution over-neutralized with 4N-acid, neutralized, and finally rendered just acid to methyl orange; the whole of the silica may then be collected on a filter. (B. C. A.)—*Soap Trade and Perfumery Review*.

# Soap Materials Market

## Vegetable Oils

Further buying on a large scale by soap makers and other consumers early this month created a decidedly better tone in the vegetable oil market and prices of most oils were advanced. With consumers showing further buying interest for forward deliveries as well as for nearby, the market at this writing is steady.

Crude coconut oil is steady to strong. Good sized parcels changed hands since our last review for future shipments from the Philippines and last sales in tank cars were at 3½c lb. Pacific Coast and 3¼c lb. New York. Copra is firm and not offered very freely, and therefore the crushers are offering oil very sparingly. Refined coconut oil has been moving on a larger scale lately. The acidulated soap stock is in good demand, but production is still comparatively light.

Crude cottonseed oil advanced rapidly after the bullish government report on this year's cotton crop, published early this month, and offerings of this oil are rather small. Corn oil followed this advance with sales at 3¼c lb. tanks Midwest mills, an advance of about ½c per pound since last month, and producers are now quoting only limited quantities at ¼c to ½c lb. higher. Domestic soyabean oil sold at 2¼c and 2½c lb. tanks Midwest mills, and the market has a steadier tone.

Olive oil foots are steadier and more inquiry has recently been noted from New England consumers, apparently for the textile trade. Denatured olive oil is also in better demand of late.

A. H. HORNER.

## Tallow

In company with most other commodities tallow and other fats have experienced a considerable advance in price. Tallow thus far has recorded an advance of 1c per pound. Further increases in price at present are retarded by a reduction in the volume of raw fat together with the fact that practically without exception producers are sold through the current month and under present conditions are not anxious to commit themselves very far in advance. As conditions now shape up it appears very unlikely that the extreme low price level of two months ago will ever be reached again.

Choice tallow is held up to 4c per pound loose; high titre No. 2 tallow at 3½c and house grease around 3¼c per pound. Offerings of all grades are light.

Prices in the Middle West as in all other market centers are at decidedly higher levels with a general tone of firmness.

E. H. FREY

## Significant Help

Leon Di Salvo

THE AMERICAN PERFUMER is of very significant help to me in many respects and I certainly am interested in receiving it.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.03 1/8 @	
Edible .....	.04 1/4 @	
Fancy .....	.04 7/8 @	
Grease, white .....	.02 1/2 @	
House .....	.02 5/8 @	
Yellow .....	.02 5/8 @	
Lard .....	.05 1/4 @	.06 3/4

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks .....	.04 3/4 @	
Corn Oil, 95% T.F.A., tanks .....	.03 5/8 @	
Red Oil, distilled, tanks .....	.05 1/4 @	
Saponified .....	.05 3/4 @	
Stearic Acid, single pressed .....	.07 @	
Double pressed .....	.07 1/2 @	
Triple pressed .....	.10 1/4 @	

### Soap Making Oils

Castor No. 1, tanks .....	.09 @	
No. 3, tanks .....	.08 1/2 @	
Coconut, Ceylon Grade, tanks .....	.03 1/4 @	
Cochin grade, tanks .....	.03 5/8 @	
Manilla grade, tanks .....	.03 5/8 @	
Corn, crude, Midwest mill, tanks .....	.03 1/2 @	
Cotton, crude, Southeast, tanks .....	.02 1/2 @	
Refined .....	.03 1/2 @	
Foots, 50% T.F.A. .....	.01 @	.01 1/2
Lard, common No. 1, barrels .....	.06 @	
Olive, denatured, max. 5% F.F.A. drums, gal. ....	.60 @	.62
Foots, prime, green, barrels .....	.04 1/4 @	
Palm, Lagos, max. 20% F.F.A., drums .....	.03 1/4 @	
Niger, casks .....	.03 @	
Palm, kernel, tanks .....	.04 1/2 @	
Peanut, crude, barrels .....	.06 1/2 @	
Refined, barrels .....	.08 1/4 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks .....	.03 1/2 @	
Tallow, acidless, barrels .....	.05 3/4 @	
Whale, Crude No. 1, Coast, tanks .....	.04 @	
Refined, barrels .....	.51 @	.59

### Glycerine

Chemically pure, drums extra .....	.10 1/4 @	.11 1/4
Dynamite, drums included .....	.07 1/2 @	.08 1/2
Saponification, drums .....	.05 @	.05 1/2
Soap, lye .....	.04 @	.04 1/4

### Rosin

Barrels of 280 pounds

B .....	\$3.25	K .....	\$3.65
D .....	3.25	M .....	4.30
E .....	3.35	N .....	4.70
F .....	3.42 1/2	W.G. ....	5.30
G .....	3.42 1/2	W.W. ....	6.00
H .....	3.52 1/2	X .....	6.10
I .....	3.55	Wood .....	3.33

### Chemicals

Acid, muriatic, 18°, 100 pounds .....	\$1.00 @	\$1.60
Sulphuric, 60°, ton .....	11.00 @	
66°, ton .....	15.50 @	
Borax, crystals, carlots, ton .....	42.00 @	71.00
Cyclohexanol (Hexalin) .....	.30 @	
Naphtha, cleaners' tank cars .....	.06 1/4 @	
Potassium, carbonate, 80@85% .....	.05 3/8 @	
Hydroxide (Caustic potash) 88@ .....		
92% .....	.06 1/8 @	.06 3/8
Salt, works, ton .....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds .....	1.15 @	2.09
Hydroxide (Caustic Soda) 76% solid, 100 pounds .....	2.50 @	3.59
Silicate 40°, drums, works, 100 pounds .....	.75 @	
Sulphate, anhydrous .....	.01 3/4 @	.02 1/4
Phosphate, tri-basic .....	.03 @	.03 1/4
Zinc oxide .....	.05 3/4 @	

